HEH

NAEB HEADQUARTERS
1346 Connecticut Ave.
Washington 6, D. C.

MEMORANDUM

TO: NAEB Board of Directors

FROM: Harold E. Hill

DATE: December 27, 1961

Dick Hull has been re-elected chairman of the NAEB Board in the balloting just completed. It is now necessary to elect a chairman for the Radio Board and one for the Television Board.

The same procedure will be followed as was followed for the election of the chairman of the full Board, except that ONLY TV BOARD MEMBERS MAY VOTE FOR THEIR CHAIRMAN and ONLY RADIO BOARD MEMBERS MAY VOTE FOR THEIR CHAIRMAN. (Copies of this memo are also being sent to the other four members of the Board - Harley, Christiansen, Skornia and Weld - simply for their information and so they will know the results of the first election).

Under the procedures adopted at the time of the October Board meetings, the chairman of the Radio and TV Boards may not serve more than two consecutive terms. Therefore, neither Miles nor Stone (both of whom have served during 1960 and 1961) is eligible. In addition, the chairmen must have served on the NAEB Board at least one year within the past five years. Under these rules, the following are eligible to serve:

As chairman of the Radio Board - Al Fredette, Burton Paulu, Ed Browne, Ken Kager.

As chairman of the TV Board - Raymond Hurlbert, John Schwarzwalder.

Below is a form for you to use in indicating your choice. Will you please fill this out and return it to me no later than January 8? Thank you.

Mr. Harold E. Hill
NAEB
1346 Connecticut Ave.
Washington 6, D. C.

I vote for _____ as chairman
of the _____ Board.
(Radio or TV)

Kager - III
Paulu - I
Browne - II

Hurlbert - IIII

Signed _____

Date _____

HEH
w/attach
with full
minutes

NAEB HEADQUARTERS
1346 Connecticut Ave.
Washington 6, D. C.

MEMORANDUM

TO: NAEB Board of Directors

FROM: Harold E. Hill

DATE: December 27, 1961

In accordance with Board approval (at the meeting of the Board on Oct. 22-23, 1961), a part-time bookkeeper has been hired for the Washington office and an orderly transfer of accounting procedures will begin as of January 1, 1962. In this connection, the NAEB General Fund, on deposit with the First National Bank in Champaign, Illinois, will be closed out and a General Fund opened with the National Bank of Washington (DuPont Circle Branch). In order to accomplish this, we must follow the procedure prescribed for the opening of all corporate accounts. This requires Board approval of a resolution authorizing the opening of the account and the authorized signature of the responsible officer. Although this was the intent of the Board authorization (to employ a bookkeeper and transfer accounting activities from Urbana to Washington), the actual record of the Board meeting will need to include the resolution quoted in the attached so that a copy may be given to the bank so that the account may be opened.

As was the case with the General Fund in Champaign, the Administrative Vice President, as the only bonded officer of the corporation, will be the only one authorized to sign checks on the General Fund (the President may sign checks on the existing "Petty Cash" account in Washington - where a balance of $5,000 is maintained - and the Network Manager is authorized to sign checks on the Urbana "Petty Cash" account in which a $2,000 balance is maintained and which will be left in the Champaign bank).

Since the approval of the resolution is to be made a part of the record of the recent Board meeting, this memo is being sent to the Board as then constituted and not to those newly elected members who will take office January 1, 1962. Two copies of the resolution are enclosed. Please send one to the Secretary, R. Edwin Browne, Director, KFKU, EES Building, University of Kansas, Lawrence, Kansas, since Ed has to sign the formal resolution given to the bank and will need, on file, evidence of your approval. Please send the other signed copy to me for our official files. Please send the copies, to both Ed and me, by return airmail.

Resolution signed & returned by 13 members of the Board as of 1/8/62 + bank resolution rec'd signed from Browne + account opened 1/3/62
HEH

NAEB HEADQUARTERS
1346 Connecticut Ave.
Washington 6. D. C.

I, the undersigned member of the Board of Directors of the National Association of Educational Broadcasters, hereby agree that the following resolution shall be made a part of the official record and minutes of the meeting of said Board of Directors held in Washington, D. C., October 22 - 23, 1961.

"RESOLVED: That Harold E. Hill, the Administrative Vice President of the National Association of Educational Broadcasters, is authorized and instructed to open a deposit account for and in the name of this corporation with The National Bank of Washington, to deposit therein funds of the corporation and that said account may be drawn on only by checks signed in the name of this corporation by the Administrative Vice President, until further notice in writing to The National Bank of Washington, and The National Bank of Washington shall not be required, in any case, to make inquiry respecting the application of any instrument executed in virtue of this resolution or of the proceeds therefrom, nor be under any obligation to see to the application of such instrument or proceeds."

Signed_____

HEH:abt

December 27, 1961

Returned, signed - XX 7th 111

Our board file

December 27, 1961

Mr. R. Edwin Browne
Director, KFKU
EES Building
University of Kansas
Lawrence, Kansas

Dear Ed:

I believe the enclosed memo to the Board is self-explanatory. I have also enclosed the original document which is to be signed by you and returned to me for presentation to the bank.

I have asked the Board to send each of us a copy of the signed resolution. Since time is very important (I don't want to be in the position of having no bank account upon which checks may be drawn for the Association's General Fund), I would appreciate it if you would execute the statement for the bank as soon as you have a total of nine signed resolutions from Board members - that will constitute a majority of the total membership of 16 on the Board. I am hopeful that you will be able to return this to me by January 8, but that will depend on how prompt all of the Board members are.

Thanks for your help. I'll affix the NAEB seal after you have returned the signed document for the bank.

Regards,

Harold E. Hill
Administrative Vice President

HEH:abt

ENCL.

Photocopy sent to Leonard Marks 1/5/62

UNIVERSITY OF *Minnesota*

GENERAL EXTENSION DIVISION
DEPARTMENT OF RADIO AND TELEVISION BROADCASTING
MINNEAPOLIS 14

RECEIVED
NAEB HEADQUARTERS
DEC 28 1961
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

December 26, 1961

Mr. William Harley
National Association of Educational Broadcasters
Suite 1119
Dupont Circle Office Building
1346 Connecticut Avenue N.W.
Washington, D.C.

Dear Bill:

I noticed on page 59 of Broadcasting for December 18 a story about a meeting between members of the NAB Freedom on Information Committee being luncheon guests of President Kennedy at the White House on December 12. Naturally, this being an NAB group, no one from educational broadcasting was there. But I think this is something we ought to work on. Maybe Leonard Marks, who seems to know his way around in Democratic political circles, could arrange, either to get us in on another event of that kind, or better yet, arrange a special session between some folks in NAEB and President Kennedy. This would be a tremendous prestige gesture for educational broadcasting.

Incidentally, I know very well the principal assistant to Senator Humphrey, Bill Connell, and would be glad to ask him to give some help on this if you should need some.

With best personal regards,

Yours sincerely,

Burton

Burton Paulu
Director of Radio and
Television Broadcasting

BP:kk

P.S. With me back on the board, you're going to hear from me often!

December 21, 1961

Mr. Richard Hull, Director
Radio and TV Broadcasting
The Ohio State University
2470 N. Starr Road
Columbus 21, Ohio

Dear Dick:

Just a note to extend official congratulations on your reelection to the Television Board. I think you know that this means a good deal to me, both officially and personally, to have you participating in the Board deliberations, since I count heavily on your leadership and judgment.

As regards the Chairmanship of the Board, I'll keep my fingers crossed but hope that you are chosen to continue in this important position.

Cordially yours,

William G. Harley

WGH;ob

UNIVERSITY OF Minnesota

GENERAL EXTENSION DIVISION
DEPARTMENT OF RADIO AND TELEVISION BROADCASTING
MINNEAPOLIS 14

December 19, 1961

Mr. William G. Harley, President
National Association of Educational Broadcasters
1346 Connecticut Avenue N.W.
Washington 6, D.C.

Dear Bill:

I of course was very glad to receive your note of December 11, informing me that I had been elected to the NAEB Board of Directors. After having been elected to three terms as secretary, two as vice president, two as president, and one as Board member, I sometimes felt lonesome without a closer NAEB relationship. But no longer!

With best personal regards,

Yours sincerely,

Burton Paulu
Director of Radio and
Television Broadcasting

BP:kk
cc: Richard Hull

RECEIVED
NAEB HEADQUARTERS
DEC 21 1961
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

UNIVERSITY OF KENTUCKY
LEXINGTON, KENTUCKY

COLLEGE OF ARTS AND SCIENCES
DEPARTMENT OF RADIO-TV-FILMS

December 16, 1961

Mr. William G. Harley
National Association of Educational Broadcasters
1346 Connecticut Avenue
Washington 6, D. C.

Dear Bill:

I am very pleased, indeed, to have the opportunity to serve on the NAEB Board of Directors for two more years. I was especially pleased by the letter which so informed me.

I wonder if the local Quarterback Club will be consoled that Kentucky did not loose to Tennessee on all fronts this year.

Our very best to all.

Cordially,

O. Leonard Press
Head

OLP:es

Board of Directors Copy

December 15, 1961

Mr. Loren B. Stone
Manager, KCTS-TV
University of Washington
Seattle 5, Washington

Dear Loren:

The matter you referred to in your letter concerning the American Council on Education was really a vote to accept a contract from Title VII to organize a study of copyrights and compensation for educational broadcasting.

Dr. Stone has told me that this will be divided into sections and portions of it subcontracted or at least a great many of the interested groups will be brought into the study and given ample opportunity to present their views; in fact, they will be requested to provide their expert insights into the problem. He assured me that NAEB would be involved in any such consideration. Thus, actually, I think this is probably a pretty good way to handle it. As you know, NAEB has been talking about the need for doing this kind of thing for a long time but it was really too big a problem for us to undertake. As a matter of fact, there is really no one organization capable of doing it although the American Council probably comes as close to it as any. Evem so, many organizag tions and groups need to be brought into this study for it has widespread ramifications throughout the entire educational community.

The main thing is to rejoice that action is finally going to be taken on this matter that we have all talked about for so long as a pressing need. I assure you that when time is ripe for the Television Board you will be so informed.

Congratulations on the handsome booklet about Channel 9. That's one of the most attractive promotion pieces I have seen come out of any ETV shop.

Cordially yours,

William G. Harley

WGH:adt

Board Correspondence

CHANNEL 9 KCTS-TV
STUDIOS—UNIVERSITY OF WASHINGTON
TRANSMITTER—EDISON TECHNICAL SCHOOL
SEATTLE 5, WASHINGTON

December 4, 1961

Bill Harley
NAEB
Washington, D. C.

Dear Bill:

I notice in a recent report from American Council on Education that the Executive Committee voted to "organize a project to study the problems of copyrights, royalties, compensation and teacher rights in the production, performance and distribution of educational radio and television programs, educational films and programs for teaching machines."

I hope the broadcast interests will be adquately represented in the project they undertake. Is there anything we can or should be doing in this. If you find things you would like the Television Board to do, please let me know.

Best regards,

Loren B. Stone, Ch.
TV Board.

RECEIVED
NAEB HEADQUARTERS
DEC 6 1961
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

JCET 1950-1952 19- Krieger & Jorgen — Resolution — BD of Dir. re spec action

I.D JCET

SEYMOUR KRIEGER

Dedicated servant of the public interest in broadcasting

The Board of Directors of the National Association of Educational Broadcasters, in surveying the developments responsible for the present stage of progress and maturity in educational broadcasting in America, acknowledges with profound gratitude the distinctive contribution of Seymour Krieger.

His individual efforts set an example for all to follow in the continuing struggle for equitable assignment and wise use of television channels; his personal integrity compelled his clients and associates to search always for ethical concerns and lasting values; and his devotion beyond duty, his relentless drive towards full realization of the public benefits of broadcasting provided an inspiring entry in the permanent record of radio and television achievements.

_____ President

_____ Chairman, Board of Directors

Washington, D.C.
October 25, 1961

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

JCE
June

1905 for

1950's 1785 Mansion NC — Lower Lewis Fk Riv

A family figure K + F

A warm & loveable human being
whose energy & ability
were matched only by his modesty
a man. His humanity was a law

My duty and my privilege to
pay tribute to a man whose untimely passing
was mourned by
host of friends
I admired most when
he had my
vowel

November 28, 1961

Mr. John Walker Powell
590 Bedford Road
Pleasantville, New York

Dear John:

This is just a note to express my apologies for my failure to respond to your very kind and courteous invitation to participate in the panel for the AEA conference.

The truth is, I guess, that I was rather hesitant to accept your invitation, feeling that I was perhaps inadequate to the job and wondering if I should accept or suggest someone else in my place. Then a trip to the Netherlands plus the NAEB National Convention disrupted things and I never did get around to responding before I took off rather precipitously for Bogota.

I want you to know, however, that I am not in the habit of treating my correspondence in quite such cavalier fashion, and I do want to beg your pardon for this inattention.

I saw Scotty a few weeks ago and he believes the book will be top-notch. I am looking forward to its publication. And next time you come to Washington - please give me a call.

Cordially yours,

William G. Harley

WGH:adt

He called this week to see if you were going to join him for lunch.

I explained that the facts etc., and that you were sorry that you not had the opportunity to tell him that you wouldn't be here.

bmci 11/11/61

590 - Bedford Road
Pleasantville, New York
September 28, 1961

Dear Bill Harley,

You have heard from my friends on the AEA's Social Philosophy Committee about my plan for a luncheon panel at the November Conference in Washington. I hope you are going to be in town, and I want to tell you why I hope you'll join us in this.

I meant the question - "Who speaks for the Republic?" - to refer to the very old, and lately very deadly, issue, on which the UN is impaled again today: is it possible for men to think (at least for an important part of the time) as members of the Public, and in terms of the general interest; or is K right, and "there are no neutrals"? Second, I want to mix in that discussion men from liberal adult education with men from educational broadcasting, who have faced that issue in many forms. You know it well! Third, the question is how the general interest gets reflected, encouraged, enlightened, in the educational effort; and what obstacles we face, what pressures we ourselves are subject to.

The other radio-TV people I have suggested are Henry Alter, Boyer Jarvis, and (as a lay publicist) Willard Kiplinger. Will you come along for the ride (and the lunch)? If you'd like to talk about it, and if I can't get to Washington before then, perhaps you'd let me know when you are in New York and we could get a spot of time together.

Hopefully,

John Walker Powell

Mr. William Harley
National Association of Educational Broadcasters
Dupont Circle Building
Connecticut Avenue NW
Washington, D. C.

October 9, 1961

Mr. Richard B. Hull
Director
Radio and TV Broadcasting
Ohio State University
215 West 19th Ave.
Columbus, Ohio

Dear Dick:

Re new chairman of JCEB, it looks as though Bob Andersson (former director of SREB, now v.p., Auburn), who is the new ACE representative on the Council will be the choice. I think he would be excellent; I don't think it would be good to have anybody from the two operating broadcasting agencies as chairman.

Cordially,

William G. Harley

WGH/mmm

THE OHIO STATE UNIVERSITY
TELECOMMUNICATIONS CENTER
2470 NORTH STAR ROAD
COLUMBUS 21, OHIO

RICHARD B. HULL, *Executive Director*

October 2, 1961

Mr. William Harley
N.A.E.B.
1346 Connecticut Ave., N.W.
Washington 6, D.C.

Dear Bill:

Have just read Dave Stewart's recent memorandum in re resignation of Larry Dennis who is joining the Peace Corps permanently. Can you tell me who the likely candidate will be? Is there a possibility you could be chairman? How could this be stimulated?

Sincerely,

Richard B. Hull

RBH:rc

RECEIVED
NAEB HEADQUARTERS
OCT 5 1961
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

CHANNEL 9 KCTS-TV
STUDIOS—UNIVERSITY OF WASHINGTON
TRANSMITTER—EDISON TECHNICAL SCHOOL
SEATTLE 5, WASHINGTON

Ed Cones

September 28, 1961

William G. Harley
NAEB
Washington, D. C.

Dear Bill:

I am most pleased with EDUCATIONAL RADIO - TV.

The first issue is a highly respectable publication and one that will reflect credit on the Association.

My compliments to Betty McKenzie, Betty McIlvane and Harold Hill for a fine job.

I liked your article, too, sir.

Best regards,

Loren B. Stone
Manager KCTS-TV
Chairman NAEB TV Board

RECEIVED
NAEB HEADQUARTERS
OCT 2 1961
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

September 27, 1961

Mr. Loren B. Stone
KCTS, TV
University of Washington
Seattle 5, Washington

Dear Loren:

I have received no invitation from Jack or Jim to attend the NETRC affiliate's meeting in New York, and, although I'm sure this can be arranged, I feel that I can't take the time to attend in any case.

I have grudgingly agreed to go the last three days of the Purdue International Seminar. This means that I will not be able to get back to Washington until the 19th and I definitely need the Thursday, Friday and Saturday before the Board Meeting and the Convention to wind up a thousand and one things in preparation for these events. So, much as I would like to be there to participate, I believe it a more prudent course not to try and crowd the Affiliates meeting in on top of everything else and I will leave the NAEB representation up to you and Hull.

I know of no particular problems that require a meeting of the TV Board. If the new TV Exchange Committee was ready with a recommendation, this might have motivated such a meeting. It will probably have a report and a recommendation ready for the Columbus Board Meeting in May.

You'll be pleased to note that we have secured Ken Cox to serve as the FCC expert in the Convention panel dealing with the FCC problems.

Cordially yours,

William G. Harley

WGH/mmm

CHANNEL 9 KCTS-TV
STUDIOS—UNIVERSITY OF WASHINGTON
TRANSMITTER—EDISON TECHNICAL SCHOOL
SEATTLE 5, WASHINGTON

September 18, 1961

RECEIVED
NAEB HEADQUARTERS
SEP 20 1961
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Bill Harley, Pres.
NAEB
Washington, D. C.

Dear Bill:

What about your attending the NETRC Affiliates meeting in New York just ahead of NAEB?

Have you been invited by the Center to attend? Do you expect to be invited? Or can I invite you as an additional representative of our station? Or will Mac invite you as an additional member of WHA-TV?

I would hope that Jack or Jim would invite you out of their desire to maintain good working relationship with NAEB -- but if they don't and you can and will attend, I'd be glad to have you come up under my colors.

You probably know the meeting is at the Barbizon Plaza starting Thursday noon, October 19th and running thru lunch on Saturday. Those of us on the NAEB Board should probably go down to Washington Saturday afternoon to be there for the NAEB Board meeting Sunday morning -- right?

Let me know if there is anything you would like me to do on this.

Best regards,

Loren B. Stone

Bd. of directors

TO: BOARD CHAIRMEN: HULL, MILES, STONE:
Leonard Marks

FROM: WILLIAM G. HARLEY

RE: BOARD MEETING AGENDAS

DATE: September 22, 1961

Do you gentlemen have suggestions for the agenda of the full Board meeting? Harold and I are working on this matter now and would welcome your ideas.

Among other things, we will scan the final group reports from the Madison Seminar for "action items" that should be referred to the Board.

WGH

CHANNEL 9 KCTS-TV
STUDIOS—UNIVERSITY OF WASHINGTON
TRANSMITTER—EDISON TECHNICAL SCHOOL
SEATTLE 5, WASHINGTON

September 11, 1961

Bill Harley
NAEB
Washington, D. C.

Dear Bill:

I receibed the enclosed invitation to attend the American Council on Education meeting in Washington in October, as a delegate of NAEB.

This is not something I want to, or aan afford the time to attend, but if it is desirable that NAEB be represented, someone else can better do it than me.

The inviation asks for reply in any event. Will you return it, filling in your own name, or anyone else who could or should take my proxy.

Best regards,

Loren B. Stone

MEMORIAL CENTER, PURDUE UNIVERSITY, LAFAYETTE, INDIANA

Lafayette 92-2961

THE MIDWEST PROGRAM ON AIRBORNE TELEVISION INSTRUCTION

September 8, 1961

Bill.
Love,

Mr. William Harley
National Association of
Educational Broadcasters
1346 Connecticut Avenue, N.W.
Washington 6, D. C.

Dear Bill:

I have at hand the notice of the Constituent Member meeting of the ACE. The timing on this is bad in light of the International Seminar which starts a day or two later. Therefore, I must beg off this time and trust we will be adquately represented by you and Harold.

Sincerely yours,

James S. Miles
Director, Program Service
and Distribution Division

JSM:cb

MSM ✓
HEH ✓

THE OHIO STATE UNIVERSITY
TELECOMMUNICATIONS CENTER
2470 NORTH STAR ROAD
COLUMBUS 21, OHIO

RICHARD B. HULL, *Executive Director*

August 28, 1961

Harold Hill
National Association of
Educational Broadcasters
1346 Connecticut Avenue, N. W.
Washington 6, D. C.

Dear Harold:

A belated note to thank you for sending me a revised copy of the minutes of the NAEB Board of Director's meeting in Columbus April 28, 1961.

I think this is exactly the right tone as well as the safest and best way to handle our sessions.

Good job!

Sincerely,

Richard B. Hull

RBH/mh

cc: Harley
Miles
Stone

P.S. Just noticed recently that some of our mail from the NAEB has been slow in arriving. The address being used by some of the staff members, 215 West 19th Avenue, is the radio station. If it is sent to 2470 North Star Road, Columbus 21, Ohio, the mail misses one handling and is received about a day sooner.

THE OHIO STATE UNIVERSITY

TELECOMMUNICATIONS CENTER
RICHARD B. HULL, *Executive Director*

WOSU TELEVISION
2470 North Star Road
Columbus 21, Ohio

RECEIVED
NAEB HEADQUARTERS
AUG 30 1961
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

August 28, 1961

William Harley, President
National Association of Educational
Broadcasters
1346 Connecticut Avenue, N. W.
Washington 6, D. C.

Dear Bill:

As Harold Hill will have indicated, I called today to report that the letter you and I discussed for some reason has not arrived and also to note the possible switch in signals on the Robert's bill which Lennie Marks indicated might now be proper strategy. I added a reaction I had to the NAEB press release for the JCEB session August 30 which he will report. A fine statement, I thought. My "editorial comment" was only in response to what I thought might be policy overtones.

Good to see you. Thanks for the ride to the airport. Good old United was ten minutes late departing so I had even more margin than I thought.

Sincerely,

Richard B. Hull

RBH/mh

P.S. Since this letter was dictated, your letter dated August 23rd was received. Have also mentioned this in a letter to Harold that some of your staff use the address of the radio station, 215 W. 19th Ave. This delays our mail for one day--if it is sent to 2470 N. Star Road, Columbus 21, one of the middlemen is eliminated and we get prompt service.

File: Board of Directors

PRESIDENT'S MEMO
to
THE BOARD OF DIRECTORS

Vol. II No.1 NAEB Headquarters, Washington, D.C. August 17, 1961

Following up on my promise at the Madison Seminar, I am hereby re-instituting the practice of sending the Board of Directors a monthly informal memo to keep them more fully abreast of current activities of the Association, progress of projects "in the works", and plans for future developments.

I agree with the criticism voiced by Schwartzwalder and others that the Board is not being kept sufficiently informed. The Journal and Newsletter, having wide distribution, are not appropriate vehicles for distributing information on progress of negotiations or other sensitive matters that are best kept "en famille"; hence, this memo method. Please keep the contents confidential.

MADISON SEMINAR FOLLOW-UP

Jack McBride, Chairman of the Permanent Convention Committee, immediately fired off a new memo to his group incorporating suggestions from the Seminar calling for widerspread participation of members - particularly newer ones - in convention proceedings. Twelve NAEB people are to be selected to present papers and at each of the four sessions there will be a chairman, recorder, and three reactors. By so doing 32 people will be involved on the four sessions devoted to paper presentations. Jack's committee is recommending appropriate topics and speakers competent to discuss them.

At Schwartzwalder's suggestion, I have agreed to appoint an ad hoc committee to study the need and feasibility of an NAEB television network along the lines discussed in Madison. Jim Miles (who has video-tape equipment in his back yard) has agreed to serve as Chariman; other members will be announced shortly. Incidentally, the Center, USOE and McBride are discussing, next week, plans for the Center's role as national distribution center for video instructional material.

PERSONNEL RECRUITMENT

Urgent requests in the past few days for NAEB to suggest personnel for Federal jobs, again points up the importance of our proposal for a national index. Armand Hunter, a member of the Title VII Advisory Committee and currently acting as a special consultant here in Washington to the USOE, has promised me to do all he can to get action on our proposal this month. Part of his willingness arises from the need of USOE to find an immediate replacement for John Meaney, who left June 30 and for whom Armand is substituting. This job is the Radio-TV specialist in the Ed. Media Branch. It's a civil service job with a starting salary of $12,210. This job will become increasinly important - especially if the ETV legislation goes thru - and it's to our interest to get a good man in this spot.

[illegible] Dick Riker, who is the Radio-TV specialist in the Media Branch of ICA. Dick wants to accept an overseas post in Nigeria and wishes to leave as soon as possible. With our increasing relationships with ICA, it is clearly important that we nominate an able man as Dick's replacement.

The National Space Agency is looking for three men in communications-though this need is not so urgent as the other two.

So if you have suggestions for these spots, please let me know -- immediately.

FINANCE

With the Kellogg grant expiring next June, I feel first priority must be given by me to fund raising; accordingly, I am determined to concentrate on this area even though at the neglect of some other important activities.

On the basis of a talk today (16th) with Carlton Smith, RCA VP in Washington, we are going to get at least $25,000 to get the Burns proposal on the road. We explained we didn't have staff to undertake the carrying forward of this undertaking; if we could obtain outside funds for a man, secretary, and travel we could launch the project.

Ecuador - ICA contract for two-phase ETV project has been endorsed by top executive responsible for that area. Virtually certain the first phase calling for a two man team for three months to make feasibility study will be approved shortly.

On the Pakistan ETV Development - the Vice President wants to wait 'till after the president's foreign aid legislation has got thru congress; then he'll move.

Incidentally, in response to request from the State Department for a man to speak at the UNESCO meeting in Tanganyika on Educational Radio for Africa. We nominated three NAEB radio experts and they chose Harry Skornia. Appropriately Harry is Chairman of the NAEB Foreign Relations Committee and Chairman of the Mass Media Committee of the U.S. National Commission for UNESCO.

FCC MATTERS

The JCEB is going to take the FCC into the Federal Court of Appeals to ask for a review and reversal of three FCC rulings issued in late July which it contends were arbitrary, capritious, contrary to the public's interest, and adverse to nationwide development of non-commercial educational television. The principle issue here is the determination of the FCC that the public interest is better served by providing in any community which has two existing commercial outlets a third commercial outlet as op-

posed to turning over that third station to the educational interest. In other words, the Federal Agency has said that it is better for American people to have an opportunity to view more of the same kind of stuff they are already receiving from two commercial than it is to provide an opportunity for viewing a different kind of programming which might be available over an ETV station. Specific aspects of this principle were the FCC's decisions allocating new television channels to Rochester and Grand Rapids. In so doing the FCC denied a bid to use the third channel in Rochester for ETV and added another commercial channel to Grand Rapids at the expense of a request for reservation of an ETV station at Cadillac, Michigan necessary to the Michigan state-wide plan for ETV. The JCEB's position will be that the FCC's indicated preferrence for more network commercial programming discriminates against educational and cultural television and deprives large segments of the public of any presently forceeable opportunity for realistic choice of program fare. The petition is to be presented on August 30th and it will be preceeded by press conferences in New York and Washington.

Meanwhile NAEB is preparing to file on comments ont he proposed change in the FM rules, on the program forms, and on other aspects of the July decisions, designed to foster the improvement of the UHF part of spectrum.

CONVENTION PLANS - 1961

Convention plans are actively moving ahead. Chairman Newton Minow of the FCC will present the keynote address on Monday evening. Senator Gale McGee of Wyoming will present the luncheon speech on Tuesday. National Convention Chairman Jack McBride is developing four special clinic sessions which are geared not only to the presentation of scholarly papers on specific subjects of importance to at least one facet of NAEB membership, but also to involve as many NAEB members as possible. With the present plans 32 NAEB members will be actively participating in these sessions. Under the guidance of the Army Signal Corps, there is a special session on instructional TV by the three Armed Services.

President Kennedy has received an invitation to address the banquet on Wednesday evening, and at this time, is holding the invitation in abeyance for further consideration during September. Exhibitors now number 18 utilizing all but four of the allocated 33 booths. Plans are also in progress for the Voice of America to present a spectacular story entitled "The World Wide Battle for Radio." And we anticipate that Mr. Edward R. Murrow will open this session with a brief report on the work of his agency.

WGH

mmm

August 15, 1961

Mr. O. Leonard Press
Head
Department of Radio, Television and Films
University of Kentucky
Lexington, Kentucky

Dear Len:

I'm sure I don't need to tell you how delighted I am that you have been selected to fill out Roy Flynn's unexpired term on the NAEB Board of Directors. In my opinion, an excellent choice was made.

Bill, in his letter of August 10, indicated that I would be sending some "assorted stuff re your Director duties." I am not sure just what Bill had in mind, but I do believe that it is a good idea to provide you with whatever background information you deem desirable. As a starter, I am asking the Urbana office to send you copies of the last three Annual Reports, which will give you a rough idea of what the Association has been doing during that period. The report for the year just ended has just been completed, and you will automatically receive a copy of it when it is sent out to all the Directors. I believe that you probably have copies of most of the reports and publications NAEB has distributed in recent years, but I am enclosing a list of said publications and if there are any of them that you do not currently have in your files and would like to have, just drop me a note and I will see that they are sent to you free of charge.

The fiscal report for the past year will be forthcoming soon, and within about three months, we hope to have the printed report of the recent Madison Seminar which I believe you will find interesting. If there is anything at all which you feel would give you added information or would be helpful to you, just let me know.

I don't imagine that you need a great deal of briefing as to what your duties as a Director are. You are familiar with the NAEB and its activities and particularly with its "paid staff." However, I might say that we consider one of the most important jobs a Director has to be the encouragement of NAEB membership at all levels. In other words, we hope that within your Region, you will be able to bring into the NAEB fold any educational stations which are not currently members, and individuals on station staffs as Individual members. We would also hope that production centers and closed-circuit television installations, not already belonging might be encouraged to join the Association.

There is apparently a great deal of new activity in the South, and we hope to be able to extend the NAEB benefits to new stations and production centers. As you know from your experience here, one of the greatest hopes is a greatly expanded Individual membership. We feel that our best method of attaining such membership is through personal contact by Regional Directors. Therefore, when you are at other meetings, or asked to give talks, etc., it would be well if you were to try to push Individual membership.

As you know, Raymond Hurlbert of the Alabama Educational Television Commission, is the Television Director for your Region. In the foregoing I have mentioned not only radio by television members, and I am sure that there would be no problem, so far as Raymond is concerned, if you were to push for both kinds of members. Obviously, I suppose you should concentrate on radio and he on television, but it would be sort of silly to do this exclusively. Under separate cover, I am sending you several brochures regarding the NAEB, both for Individual membership and for general membership. If, at anytime, you are going to be at a meeting where you think a supply of these brochures might be helpful, just let me know and we will send them to you.

The other major function, I would suppose, of a Regional Director is the general promotion of the NAEB as an Association and as the National organization representing educational broadcasters. This, of course, you do anyway, but it may carry a little more weight now that you have an official position with the Association.

The next meeting of the Board of Directors of the NAEB will be held in connection with the Convention-- just prior to the start of the Convention--and you will be sent particulars regarding this meeting and an agenda well in advance of the meeting.

Perhaps this letter has not been very definitve or very helpful. You know that I will be happy to provide you with any information or materials you feel would help you do a better job as a Regional Director.

Love to Lil and to the baby, and I trust all of you are getting along beautifully.

Regards,

Harold E. Hill
Administrative Vice President

HEH/mlm

Bd of Directors

August 10, 1961

Mr. O. Leonard Press
Head
Department of Radio, Television and Films
University of Kentucky
Lexington, Kentucky

Dear Len:

I informed you by phone, but just to make the matter official, I take pleasure in formally notifying you of your election to the NAEB Board of Directors. You are the new director for Region II on the Radio Board.

Because Roy Flynn transferred to a new position at an institution which does not hold an active membership, he became ineligible to hold office; hence, as provided by the By-laws, an election was held by the Board of Directors to determine an interim director to serve until the regular election is held this winter.

I am delighted at the choice, both personally and professionally. It pleases me to have you as an excellent addition to the Board; I am also pleased that the NAEB has in this way given you some small recognition and reward for the outstanding job you did in developing the public affairs programming from Washington for the NAEB Network.

Of course, all this pales beside the production accomplishment of your wife, though I suppose you can claim some credit as a contributing force.

Jewell and I send our congratulations on this latest (and best) Press release.

Cordially,

William G. Harley

WGH:mem

P.S. Harold Hill will be sending you some assorted stuff re your director duties.

cc: Richard Hull

Copies "Letter from Board"

July 19, 1961

RECEIVED
NAEB HEADQUARTERS
JUL 24 1961
A.M. 7|8|9|10|11|12|1|2|3|4|5|6 P.M.

Mr. James Robertson
Vice President for Network Affairs
National Educational Television & Radio Center
10 Columbus Circle
New York 19, New York

Dear Jim:

In reply to your letter of July 11, 1961, which was received here on July 14, 1961, I have several observations to make.

First, if KTCA-TV has "ceased to participate as an 'affiliate'" etc., this is solely and entirely due to the categorical refusal of the NETRC to consider any type of "affiliation" except that which it has decided to impose. Indeed the NETRC has refused to consider any alternatives whatsoever and has refused to negotiate the matter. An offer by us to provide funds for the President of the NETRC to come here for such negotiations was not even given the courtesy of a reply.

Whether a competent court will find that, under the above circumstances, the NETRC is entitled to remove the video tape recorder is, of course, not for me or for you to say. Whether such a court will wish to consider the intent of the parties, who drew up the contract, is again not a field in which you or I are qualified to make a definite statement.

What I will state is that until this matter is properly adjudicated, the NETRC will be held strictly accountable for any and all acts of its agents, who may attempt to remove the video tape recorder from our premises, as you have been informed numerous times in the past.

Next, you should know that KTCA-TV is still ready to negotiate an "affiliation" if and when the NETRC is ready to admit there is something to negotiate. Until the NETRC clearly states that KTCA-TV has some alternative other than to sign whatever the NETRC sees fit to put in front of it, the present impasse, unfortunately, is likely to continue.

Finally, while I am not aware of any past NETRC recommendations of me "as a pioneer and leader", which have been particularly advantageous to anyone, I appreciate your desire to continue this practice. In return I will be glad to give similar recommendations to you, Paul and Jack White. After reading Governor Meyner's latest statements, you may need my recommendations before I need yours.

Sincerely,

John C. Schwarzwalder
General Manager

JCS:es

The above copy is for the information of all ETV Station Managers and members of the NAEB Boards of Directors.

Bd Correspondence

July 10, 1961

Mr. R. Edwin Browne, Director
Stations KFKU and KANU
EES Building
University of Kansas
Lawrence, Kansas

Dear Ed,

HEY! Where are they?

I mean the minutes of the Board Meeting which took place, by my calculation, 67 days ago.

Having served in the Secretarial capacity mayself I am well aware of the chore, but we do need to have something recorded before the whole matter fades from memory.

If you can't manage more, just send in your rough notes and Harold and I willsshove them into some kidd of shape.

O.K.?

Cordially,

William G. Harley

WGH:kfm

July 5, 1961

Mr. Richard B. Hull
Director of Radio and TV Broadcasting
Ohio State University
215 West Nineteenth Avenue
Columbus, Ohio

Dear Dick,

We have set up a preliminary meeting with the RCA people in Washington on July 7. We plan to meet for lunch in the Saddle and Sirloin Room of the Marriott Motor Hotel and then spend two or three hours in having a look at the whole Burns proposal and making some determinations on how to begin and where. I have stressed in conversatinns with Mr. Wentworth, the man in charge of the educational electronics division of RCA, that some things need to be shored up in NAEB before we can move ahead very substantially with the Big Dream. He agrees This may mean that we can get some kind of underwriting to help us get this thing on the road and put us in a position to effectively staff such an undertaking.

You, as Chairman of the Board, and for a multiplicy of other reasons, ought to be present, if possible. I know you are having to run down to Washington quite a lot and are getting pretty tired of it, but I think this is an important date and I hope you can manage to be present.

Cordially yours,

William G. Harley

WGH:kfm

Fdl: Bd Govs

June 14, 1961

Mr. Richard B. Hull, Director
Radio and Television Broadcasting
Ohio State University
215 West 19th Avenue
Columbus, Ohio

Dear Dick:

Confirming our phone conversation, the strategy meeting on the Burns' proposal will be held at 3:00 p.m., June 21, at the Gotham. White, Case, Fletcher, Hull, Harley to be present.

We will stay over night there and next morning drive a rent-a-car up to Bear Mountain Inn, 90 miles from New York, for the EMC meeting.

I may possibly have an engagement for the evening with some people I met in Turkey (not Turks); otherwise, we can go to a show or something. At any rate, I am certain it's better to stay in New York that night than to go barreling off to West Point in the dirty dusk.

Cordially,

William G. Harley
President

WGH:rkf

P.S. Lady Bird and I are now like that.

Bd Corres

June 14, 1961

Mr. Ken Kager
Operations Manager
Station KUOW
325 Communications Building
University of Washington
Seattle, Washington

Dear Ken:

I have just read your excellent memorandum to members of Region VI and I want to congratulate you on a first rate job. Would that all members of the Board took their duties as seriously and discharged their responsibilities so conscientiously.

Your kind comments are much appreciated by Harold and myself. We will look forward to seeing you in Madison and will count heavily on your contributions to the deliberations.

Cordially,

William G. Harley
President

WGH:rkf

Bob Carver

June 13, 1961

Mr. James S. Miles, Director
Program Service and Distribution Division
Midwest Program on Airborne Television Instruction
Memorial Center - Purdue University
Lafayette, Indiana

Dear Jim:

I am returning herewith some of the slides you gave to me together with the additional slides I had made from the pictures you provided. Because I waited until the last minute, the local camera shop didn't have the proper close-up equipment; so these slides are not the best possible professional quality.

As I anticipated, the portion of my presentation at Montreux, at the World's First International Festival on Television Arts and Sciences, which provoked the most interest was the section dealing with the Airborne Project. I showed the slides and was able to say that I had just come from Purdue where I wathced the successful test signal.

Thanks to you for all your good help and to both you and your wife for your hospitality on my visit to Lafayette.

Cordially,

William G. Harley
President

WGH:rkf

Ed Bowes

June 13, 1961

Mr. Roy Flynn, Director
University Broadcastigg Services
Station WFSU-FM
Graduate Building
Florida State University
Tallahassee, Florida

Dear Roy:

I am glad to hear about your new job and hope it will turn out to be a rewarding opportunity. However, we will keep you advised on any good looking openings that may appear so that, in case things don't work out as you hope at Winthrop, you can avail yourself of other opportunities.

Unfortunately, the NAEB By-Laws require that a member of the Board of Directors be on the staff of an institution which is an Active Member of the NAEB. Accordingly, it would appear that you are no longer eligible to continue as a Director for Region II by reason of your shift in job. We will probably have the Board appoint a replacement from the region when it convenes in Madison; in the meantime, you will serve as the Director, and are certainly welcome and wanted for the Seminar in Madison.

I will look forward to seeing you there beside the shiny shores of Lake Mendota.

Cordially yours,

William G. Harley
President

WGH:rkf

RECEIVED
NAEB HEADQUARTERS
MAY 31 1961

THE FLORIDA STATE UNIVERSITY

TALLAHASSEE

UNIVERSITY BROADCASTING SERVICES

May 22, 1961

Mr. William G. Harley
Radio Hall
University of Wisconsin
Madison, Wisconsin

Dear Bill:

6/1 Advised for Indiana for mailing list Encl

Thanks for having Miss McIlvane write me. Sorry the resume was not included. I didn't know about your extended trip to Europe, and it is possible that you are on it at the moment. However, this is to let you know that I will start on July 1 as Director of Public Relations and Associate Professor of Journalism at Winthrop College, the South Carolina State College for Women, at Rock Hill.

Since I will still be in Region II, is there any need to have a new director for radio for the balance of the term? I am planning to attend the Seminar in Madison, may bring my family.

Winthrop has a carrier-current student radio station which I will get affiliated with NAEB. Will have to be as an associate until we move into FM....which is part of the plan at present.

I'm sending the resume along anyhow because the Winthrop College job is a compromise. I may want to stay for the rest of my life, and I may want to move within a year or so.

Sincerely,

Roy

Roy Flynn
Director

RF/as
Enclosure

Letters from Bud

May 17, 1961

RECEIVED
NAEB HEADQUARTERS

MAY 19 1961

AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Dr. Lawrence E. Dennis
Vice President for Academic Affairs
Pennsylvania State University
203 Old Main
University Park, Pennsylvania

Dear Dr. Dennis:

Several days ago I was somewhat startled to receive a copy of a letter dated May 5, apparently written to you as Chairman of the JCEB, but sent to you in your Pennsylvania State University capacity and to "50 NAEB members." The author, Dr. John Schwarzwalder, is general manager of KTCA-TV, Minneapolis-St. Paul and a member of the NAEB Board of Directors, representing television members in Region IV (Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Wyoming).

As Chairman of the NAEB Board, I want to apologize for any embarassment which this somewhat unorthodox communication with its threat to exhort NAEB members to withdraw from the JCEB has caused or may cause you.

As President William Harley will report formally, the question at issue on April 29, 1961, was merely one of ratifying NAEB's continuing membership in the recently reorganized JCEB.

Unfortunately, Dr. Schwarzwalder, following an 11-2 defeat of his move to table a motion for approval of ratification, left our board meeting and did not return; the ratification, however, was approved.

I am certain you have little interest in a continuing semi-public exchange and critique of NAEB board procedures or actions from me or other board members. I write primarily because I felt the Schwarzwalder letter was improper, and because it could convey the notion that NAEB membership in JCEB was a major matter of controversy in our board. I can assure you it is not and you may continue to count on our cooperation.

Sincerely,

RBH

Richard B. Hull, Chairman
NAEB Board of Directors

RBH:df

cc: NAEB Executive Committee
James Miles, William Harley, Loren Stone
JCEB Secretary
David Stewart

Bd Corresp.

May 15, 1961

Mr. James S. Miles
Director
Program Service and Distribution Division
MAPTI
Memorial Center
Purdue University
Lafayette, Indiana

Dear Jim:

Thanks so much for your hospitality and the time and trouble you took to tour me about.

Enclosed is a check for $10 to repay the loan you so kindly provided.

Hello to the good wife and my compliments to you both on a most effective "extension" job on the house.

Les gefliegen!

Cordially,

William G. Harley

WGH:mem

P. S.
Re Int. Seminar -- McBride is fine and stands well with NETRC; Hull always makes a good impression and contribution. Marty Codell, still on staff of TV DIGEST is a commercial guy vitally consumed with TV on the international level.

File. Bd Correspondence

CHANNEL 9 KCTS-TV
STUDIOS—UNIVERSITY OF WASHINGTON
TRANSMITTER—EDISON TECHNICAL SCHOOL
SEATTLE 5, WASHINGTON

May 10, 1961

Bill Harley
NAEB
Washington, D. C.

Dear Bill:

I am sure it will be much better for the Center and for NAEB; and for the development of the type of cooperative relationship we all want between the two organizations -- and within the entire educational broadcasting movement -- if we abandon any attempt to create a document which would spell out "areas of interest" or "areas of primary responsibility".

We must work from the premise of confidence that the Center's desires and motives are, like those of NAEB, to do whatever it can to further the interests of educational broadcasting. We in NAEB should give every encouragement and support to the Center's doing everything it can do with the funds and manpower it has at its disposal, for it has resources of a magnitude which we don't have, and by its nature -- not being a membership organization which must be responsive to and considerate of the many problems and interests of a diverse membership -- is in a position to make decisions and move in many areas which NAEB cannot do, or cannot do rapidly.

We should not, therefore, try in any way to limit the areas in which the Center should be operating. The Center has certain basic responsibilities growing out of its charter and the directives of its Board. It certainly cannot and should not limit its own growth by agreeing to take a secondary role in any area important to its fulfilling its own responsibilities.

At the same time the Center will, I am sure, recognize that it, alone, cannot do all that educational broadcasting needs done; and that it has as great -- or perhaps a greater interest in helping develop a strong NAEB than have any of us who are, as individuals or institutions, working to maintain a strong professional organization. There is much that the Center should want done that can be done effectively and economically only by a membership organization. Money does not buy the type of service which NAEB members give the movement through their organization.

Any attempt to set down areas of special interest will only create, inescapably, a set of lines which cannot help but be crossed over, and which will give rise to more of the suspicions and accusations which have characterized too much of the relationship of the past.

If we recognize that the Center has a responsibility to do everything it can to strengthen the stations it serves, and to create a climate in which the present and yet-to-come stations can be strong, we will not begrudge its doing anything it believes it needs to do to accomplish these ends.

The Center should recognize that included in those things which mean strength for its stations is a strong professional organization -- which only the institutions and the individuals can create and maintain -- but which the Center must support, strongly.

It should not begrudge the membership organization doing those things which it must do to provide development for its membership and give its members reason for association. The Center should not want, in any way, to limit the areas of activity which NAEB should be undertaking.

We must recognize there are many areas of common interest -- as there are between NBC and NAB, for example; and that both our organizations will be active, separately and together, in many matters. If at a staff level, we can honestly respect the sincerity and ability of each other; and operate with a desire to help the other and keep him informed of those of our activities in which we know he will be interested, I see no reason why a most harmonious relationship cannot be established and continued without each trying to limit the other by a set of "writings".

[Excuse the long sentences, but this is the way it came out.]

Best personal regards,

Loren B. Stone

MFCa

PRESIDENT'S COLUMN

At a meeting of the JCET Board in January, plans were made for a modification of JCET in which it would continue to serve as the policy formulating forum for the educational community in national issues affecting educational broadcasting, but its staff functions would be assumed by NAEB and NETRC. The presidents of the two organizations were invited to submit a proposal for a cooperative reallocation of the JCEB staff functions.

In attempting to work out the related roles of NAEB and NETRC in their responsibilities as constituents of JCEB (changed at NAEB's suggestion so that radio would be included) the discussions got into other areas of activity beyond those formerly of JCEB concern. Accordingly, several drafts were prepared for a proposed "letter of agreement" which attempted to outline certain areas of priority or major responsibility to be assumed by NAEB and NETRC in serving educational broadcasting.

The idea certainly appeared servicible and worthwhile — to work out between the two operating agencies in the field a mutually reinforcing alliance, so that we could productively reinforce rather than wastefully oppose one another. Such a basic blueprint could result in cooperative directed effort vastly more potent than the effect of both agencies working independently

Sincere efforts were made to construct such a document. But it couldn't be done! The more we slaved over words and became immersed in specifics, the more it became evident that attempts to achieve such a legalistic document were futile - and probably unwise.

The position of the Executive Committee was presented to the Board at Columbus, by the Chairman of the TV Board, Loren Stone. I have asked him to let me include this statement in my column. // It was the consensus of the Board that the position stated above should govern our general ~~position~~ portion toward NETRC and that the cooperative working relationships ~~were to~~ should be worked out on a day-to-day, case-by-case basis by the officers of the two agencies.

Copy sent to Leonard Marks 5/16/61

CHANNEL 9 KCTS-TV

STUDIOS—UNIVERSITY OF WASHINGTON

TRANSMITTER—EDISON TECHNICAL SCHOOL

SEATTLE 5, WASHINGTON

Bill Cox.

May 10, 1961

Bill Harley
NAEB
Washington, D. C.

Dear Bill:

Dr. Charles E. Odegaard, president of our University, sent along for my information, a letter he recently received fro Ken Cox, now head of the Broadcast Bureau at the FCC. Dr. Odegaard had written Ken complementing him on having taken on the job.

Included in Ken's reply was this statement" -- I think there is some possibility that we may attempt to establish liaison with academic people in the Communications fiaad in an effort to see whether or not they can furnish the Commission with research materials of value in connection with our work."

If and when you have the opportunity to establish a contact with Ken, you might like to inquire if there are ways NAEB can bring to play the academic talents available to it, in helping the Commission with its work.

Best regards,

Loren B. Stone

Bd. corresp.

THE OHIO STATE UNIVERSITY
TELECOMMUNICATIONS CENTER
2470 NORTH STAR ROAD
COLUMBUS 21, OHIO

RICHARD B. HULL, *Executive Director*

May 8, 1961

William G. Harley
President, NAEB
1346 Connecticut Ave.
Washington 6, D. C.

Dear Bill:

Please note enclosed photostat of letter from Secretary Ribicoff to members of the Media Panel (See attached panel membership listing) Only change: Governor Collins, for possible conflict of interest reasons, withdrew when he assumed his NAB role. Leland Hazard may refuse a reappointment on the same basis which caused him to resign (as did all the rest) from the previous committee, eg. unless the Secretary makes the appointment of members, the committee has no prestige. Ribicoff's letter represents a compromise between what the committee or the panel asked and HEW protocal which insists that McMurrin make the appointment.

Next meeting set for June 9-10 in Washington.

Sincerely,

Dick

Richard B. Hull
Executive Director

RBH:df

Dear Mr. Hull:

May I take this means of expressing my interest in the establishment of a national policy for educational uses of television. The Commissioner of Education has reported to me the accomplishments of the Educational Media Study Panel set up to assist in the formulation of recommendations for such a policy. I have also read the resolution passed by you at the meeting in January.

I look to the agency heads in this Department as my principal advisers in the areas under their direction. The agency heads naturally wish to draw upon the advice of scholars and outstanding lay leaders in Government and outside. These advisers are appointed by the agency head. In our judgment this practice is advisable, for it promotes a close working relationship between the advisers and the agency head. A change in Administration, therefore, does not affect the work or tenure of persons assisting within their fields of professional competence.

You may be assured of my continuing interest in the work in which you have been engaged. I will watch closely and will look forward to discussing with Commissioner McMurrin from time to time progress on this important activity of the Office of Education.

Sincerely,

Secretary

Mr. Richard B. Hull
Director
Telecommunications Center
2470 North Star Road
Columbus 21, Ohio

MEMBERSHIP
EDUCATIONAL MEDIA STUDY PANEL
U. S. Office of Education
(July, 1960 through January, 1961)

Mr. C. M. Braum
Director of Engineering
Joint Council on Educational Television
1785 Massachusetts Avenue, N. W.
Washington 6, D.C.
(Phone: HU 3-6620, Ext. 36)

Mr. Leland Hazard
Vice President and General Counsel
Pittsburgh Plate Glass Company
One Gateway Center
Pittsburgh 22, Pennsylvania
(Phone: AT 1-5100)

Mr. Richard B. Hull (co-chairman)
Director, Telecommunications Center
Ohio State University, WOSU-TV
2470 North Star Road
Columbus 21, Ohio
(Phone: CY 3-1641)

Dr. Harold C. Hunt
Professor of Education
The Graduate School of Education
Spaulding House
Harvard University
Cambridge, Massachusetts
(Phone: UN 8-7600)

Dr. Kenneth Oberholtzer
Superintendent of Schools
414 - 14th Street
Denver 2, Colorado
(Phone: AM 6-2255)

Dr. John R. Richards
Chancellor
Oregon Board of Higher Education
University of Oregon
Eugene, Oregon
(Phone: DI 2-1411, Ext. 431)

Mr. William E. Spaulding
President
Houghton Mifflin Company
Two Park Street
Boston 8, Massachusetts
(Phone: CA 7-9300)

Mr. Graham T. Winslow
Chairman of the Board
Massachusetts Council for the Public Schools
16 Arlington Street
Boston, Massachusetts
(Phone: CO 7-2176)

Dr. Roy M. Hall (co-chairman)
Assistant Commissioner for Research
U. S. Office of Education
Department of Health, Education & Welfare
Washington 25, D. C.
(Phone: WO 2-2371)

Dr. C. Walter Stone
Director
Educational Media Branch
U. S. Office of Education
Department of Health, Education & Welfare
Washington 25, D. C.
(Phone: WO 3-7581)

Dr. John W. Meaney
Consultant
Educational Media Branch
U. S. Office of Education
Department of Health, Education & Welfare
Washington 25, D. C.
(Phone: WO 3-7497)

Hon. LeRoy Collins
Governor of Florida
Capitol Building
Tallahassee, Florida
(Phone: 2-1900 -- no exchange)

Ed Corresp

MEMORIAL CENTER, PURDUE UNIVERSITY, LAFAYETTE, INDIANA

Lafayette 92-2961

THE MIDWEST PROGRAM ON AIRBORNE TELEVISION INSTRUCTION

OFFICES ALSO IN NEW YORK AND CHICAGO

May 5, 1961

Mr. William G. Harley
National Association of
Educational Broadcasters
DuPont Circle Office Bldg.
1346 Connecticut Avenue, N.W.
Washington 6, D. C.

Dear Bill:

I hope you have recovered from the strenuous week in Miami and Columbus. I was sorry that such a traumatic experience as Saturday's had to cap off this ultra busy time for all of us. I think that Hull more than likely has the right idea and that John more than likely will send along the necessary resignation message.

I am writing primarily to firm up the question of United States invitees to the Purdue International Seminar. If it is agreeable with you we thought that perhaps McBride, because of his recent Title VII study, could give the best U. S. position paper regarding instructional television. We then thought that perhaps McBride could stay on as one of the U. S. delegates. In addition to McBride we feel that there should be someone with a strong NETRC connection, perhaps we could pick up a third person who would put us over into the area of commercial broadcasting. This latter is especially true in view of the fact that the International Assembly sponsored by TIO/NAB will follow ours by a few weeks. I have no name to suggest for the second person above, perhaps Hull could do it if he would. For the commercially oriented person, someone like Larry Creshkoff or perhaps Parker Wheatly might be accepted in both camps.

I really need these names in the near future. It is understood, of course, that Purdue will do the inviting but I am certain we will follow closely your recommendations.

Hope you have a good time in Switzerland and that you get to visit some of the other interesting spots while you are that far overseas. I hope, too, that we can get to Fletcher before you leave if possible.

I'd like to again say, what I am sure you know, that I approach your return to Wisconsin with mixed feelings. It is going to be nice having you back so close and pulling in harness at the operations level again but we will certainly miss your strong hand in Washington.

Sincerely,

James S. Miles
Director
Program Service and
Distribution Division

JSM:cb

Bill I started this before our phone call. The first spread test flight was made today—with partial success.—
The planes are here & we'd be glad to see you if you can fit it into your plans.—
Meanwhile I'm working up the studies & specs & sending them along.

THE OHIO STATE UNIVERSITY
TELECOMMUNICATIONS CENTER
2470 NORTH STAR ROAD
COLUMBUS 21, OHIO

RICHARD B. HULL, *Executive Director*

May 5, 1961

William G. Harley
Suite 1119
1346 Connecticut Ave., N.W.
Washington 6, D. C.

Dear Bill:

Just received notice of the Educational Media Council meeting to be held at West Point, New York, June 1, 2 and 3.

I am assuming that either you or Harold will plan to attend. I may be able to get to the October meeting, if it will help, but I would rather skip this one. The schedule around that time is rather tight.

Sincerely,

Richard B. Hull

RBH:df

May 3, 1961

Mr. Loren B. Stone
Manager, KCTS-TV
University of Washington
Seattle 5, Washington

Dear Loren:

Would you be good enough to sit down and dictate your concept of our relationship with NETRC and, for that matter, with all other organizations and groups working with the general field of educational broadcasting.

Much of what you said may ultimately appear in the minutes, but I don't have it in hand, and your skillful phrasing and statement of position would be useful to me in passing on the sense of the meeting to Jack White and explaining why the letter of agreement was tabled.

Aside from that one unfortunate incident, it was a good meeting and I think we've come a long way in arriving at a better understanding of our role and the directions we should take.

Cordially yours,

William G. Harley
President

WGH:rkf

May 3, 1961

Dr. Harry J. Skornia
1015 West Church Street
Champaign, Illinois

Dear Harry:

Today I stopped in at the "Ask Mr. Foster" travel service and asked Mrs. Adams, who took car of our trip, to write you about accomodations, sailing dates, rates, etc. She also picked out a handful of brochures to send along.

I honestly think the small cottage owned by Gilbert Cooper, about which I told you, would be well-suited. It's small, but cozy; hidden in a grove of trees, but right on the brink of a cliff overlooking the ocean.

As I told you, ,there are many luxurious hotels. The Bermudiana, where we stayed for a while, is new and well situated with reference to downtown Hamilton stores, bars, movies, etc. Three hotels that I am sure you would not like are: Castle Rock, Belmont Harbor, and the Princess. They are huge, agressively exuberant, and peopled by portions of our affluent society with compulsions toward exibitionistic recreation.

I feel confident that you will have a wonderful time there and if you are both good sailors I would strongly recommend your going by boat. It's a pleasant voyage (unless you run into storms) and Jewell and I enjoyed it very much on our second honeymoon ten years ago.

Cordially yours,

William G. Harley
President

WGH:rkf

Our file - Bd. of Directors

[n.d.]

2151 Highland Avenue, Suite 206
Birmingham 5, Alabama

Superintendent
Tacoma School District #10
1101 S. Yakima Avenue
Tacoma, Washington

Dear Sir:

I notice that your organization is not a member of the National Association of Educational Broadcasters, and I wonder if you have had opportunity to understand the advantages of being a member of this the only professional organization for educational broadcasters. As a long time member, the Alabama Educational Television Commission has found it a most valuable asset and source of assistance to be a full fledged active member of this powerful national and international organization.

May I suggest that you write to Mr. Harold Hill of the NAEB headquarters, 1346 Connecticut Avenue, N. W., Washington 6, D. C. for information and application blanks.

If you so choose to align yourself with this organization, please know that you will not only be welcome but I am sure you will find it most beneficial.

Sincerely yours,

Raymond D. Hurlbert
Director, Region II

RDH/ml

Harold,
A similar letter has been sent to the entire list of non-NAEB members who are operating ETV stations.

RDH

Rd corresp

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE REGIONAL DIRECTOR

Alabama Educational TV Commission
807 Protective Life Building
Birmingham, Alabama

April 25, 1961

RECEIVED
NAEB HEADQUARTERS
APR 27 1961
AM 7 8 9 10 11 12 1 2 3 4 PM

Mr. William G. Harley
President
N.A.E.B.
1346 Connecticut Avenue
Washington 6, D. C.

Dear Bill:

Your presence and participation in the NAEB Conference in Birmingham was a very real factor in the success of that occasion. The southeastern membership present were much impressed with your presentation and thoroughly enjoyed the opportunity of getting to know their President more intimately.

Thank you indeed for your most gracious and generous expressions in your letter of April 24. You do have such an effective way of saying things.

With kindest personal regards, I am

Sincerely yours,

Raymond D. Hurlbert
Director, Region II

RDH/ml

April 20, 1961

Mr. William G. Harley
President, NAEB
1346 Connecticut Avenue N.W.
Washington 6, D.C.

COPY

Dear Bill:

I have refrained from attempting word or line changes to the proposed letter of agreement with the NETRC for two reasons. First, I feel you who are "on the ground" and working actively with the problems are in a position to do the best job. Second, I doubt that such a document as this can successfully be contrived by a committee as scattered as our board is between its meetings.

However, in advance of the Columbus meeting I would like to put some thoughts on paper as background to the deliberations. I don't do this with any feeling that I am instructing or preaching to you or any of our board members. Instead, I hope that clarification of points on which I might be in error will serve constructively to dispel any misinterpretations I may have of our present position.

In the first place, I don't think any reasonable person can doubt that certain agreements must be made between the NETRC and the NAEB. I won't waste time in belaboring the obvious necessity of these agreements. Further, we should all realize that agreements will be made as questions arise in the day-to-day conduct of the business of the two organizations. Our only choice is whether these agreements are formal and between organizations, or informal and between the working presidents and their staffs.

It is my feeling that the main obstacle to constructive agreements between organizations at this point is a widespread distrust of the NETRC within NAEB. This distrust runs the scale from mile uneasiness to the concept of the NETRC as a "monolithic evil" - and those who hold the most extreme view are not without a good deal of company.

This NAEB feeling most often finds expression in such phrases as "I don't trust Jack White." White has become synonymous with the Center and, as the highest Center official known to the majority of NAEB members, he has personally been the target for NAEB members' uneasiness with the Center.

However, it is my belief that, at least in part, it is a distrust of the unknown that is being personalized and vocalized as a distrust of White. This thought first struck me in Milwaukee when I was returning to our hotel from the morning board meeting with four other members of the NAEB board. In the belief that I must be the only one who didn't know the answer, I asked who would now be Jack White's boss with Scott Fletcher gone. NOBODY PRESENT KNEW. I then asked who was on the NETRC board. NOBODY PRESENT could name one. I asked if any of them were broadcasters. NOBODY PRESENT knew.

Now, if five members of the NAEB board couldn't answer any of the three questions, I wonder how many of the rank-and-file members of NAEB know the answers?

I am convinced that the NETRC and the NAEB can't work together harmoniously in the interest of educational broadcasting as long as there is deep-seated distrust between organizations. And I am convinced that this distrust will remain until NAEB members know who and what are behind Jack White, and what their motives and motivations are.

Along this line, I suggest that near the beginning of the Columbus board meeting, some explanation of the NETRC hierarchy be given. This should include the role and influence of the NETRC affiliates' committee.

Also, if the Allerton meeting is held this summer, I strongly urge that some NETRC board members be invited to attend at least for a couple of days so that NAEBers can meet them. Few people turn out to be the ogres, in person, that our imaginations can make of them when they remain unknown.

I believe these would be constructive steps toward NETRC-NAEB agreements. Until formal agreements have actually been made, and afterward, in the interpretation of broad general agreements, our respective presidents and their staffs can be expected to arrive at informal working agreements between themselves.

However, I think any agreements on general policy, such as the proposed letter of agreement, should be made between the boards of the two organizations. I doubt that the NAEB board is ever likely to enter into a formal agreement with the President of the NETRC. (This definitely applies to Jack White, but also to anybody else who might succeed to his position.)

If we can eventually dispel the cloud of doubt that hangs over our negotiations, I believe then that NAEB can enter into solid agreements with the NETRC with great confidence, and without fear of weakening our organization. For, despite the NETRC's money,

COPY

relative freedom of action and aggressiveness, the NAEB is, and will remain, the stronger organization. The NAEB is educational broadcasting, and no amount of service the NETRC can perform can eliminate the absolute necessity of NAEB.

Finally, I feel that this is a time for leadership by the NAEB officers and board. We must first find areas of agreement satisfactory to us and to the NETRC people. Then, if our decisions are sound, we can and must persuade the NAEB membership to accept them.

To that end, we must approach the coming board meeting in a spirit of friendship and reasonableness, with recognition that there is a job to be done and with determination to start it. Dissent on some points may be necessary and helpful, but deliberate obstructionism for its own sake, or a closed mind, can help nobody.

Looking forward to seeing you and working with you at Columbus.

Sincerely,

Ken

Ken Kager
Radio Director, VI

KK:mm

cc: Harold Hill
Dick Hull

COPY

THE OHIO STATE UNIVERSITY
TELECOMMUNICATIONS CENTER
2470 NORTH STAR ROAD
COLUMBUS 21, OHIO

RICHARD B. HULL, *Executive Director*

April 19, 1961

William Harley, President
NAEB
1346 Connecticut Ave., N. W.
Washington 6, D. C.

Dear Bill:

You may be interested in the enclosed photostats of letters from Ribicoff and Cohn. Show them to Harold, especially the one from Cohn. This confirms his hunch and mine.

Regards.

Sincerely,

Richard B. Hull

RBH/mh

Enclosures

RECEIVED
NAEB HEADQUARTERS
APR 21 1961
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

The Secretary of Health, Education, and Welfare
Washington

April 13, 1961

Dear Mr. Hull:

This is to acknowledge your letter of recent date and the enclosures. I have read them with interest.

Sincerely,

/s/ Abraham Ribicoff

Secretary

Mr. Richard B. Hull
Chairman, Board of Directors
National Association of Educational Broadcasters
1346 Connecticut Avenue
Washington 6, D. C.

MARCUS COHN
LEONARD H. MARKS
PAUL DOBIN
STANLEY S. NEUSTADT
STANLEY B. COHEN
ROY F. PERKINS, JR.
MARTIN J. GAYNES

LAW OFFICES
COHN AND MARKS
CAFRITZ BUILDING
WASHINGTON 6, D. C.

TELEPHONE
STERLING 3 5660

CABLE ADDRESS
COMAR - WASHINGTON, D. C

April 13, 1961

Mr. Richard B. Hull
Executive Director
Radio & Television Broadcasting
Ohio State University
Telecommunications Center
2470 North Star Road
Columbus 21, Ohio

Dear Dick

I have your letter of April 7.

You are correct in your assumption that the Commission action relating to ETV in New York and Los Angeles was spark plugged by the WNTA prospective sale. My information is that when the Commission decided to take the step of ordering a public inquiry on why one of the VHF channels in New York should not become educational, someone came up with the idea that Los Angeles should not be discriminated against since it, also, had seven channels assigned to it.

Sincerely

Marcus Cohn

CHANNEL 9
STUDIOS—UNIVERSITY OF WASHINGTON
TRANSMITTER—EDISON TECHNICAL SCHOOL
KCTS-TV
SEATTLE 5, WASHINGTON

April 14, 1961

Bill Harley
NAEB
1346 Connecticut Ave. NW
Washington 6, D. C.

Dear Bill:

You will be having a caller -- one Harold Niven -- Asst. Prof. of Radio-TV here at Washington -- sometime during the week of May 4th to 10th.

In case you haven't met Hal before, you will and should# now. He was previously at Columbus and at East Lansing, so you may know him. But anyhow I have suggested he put your office to whatever uses he can find for it while he's in town.

See you in Columbus in a couple of weeks.

Best regards,

Loren

Bd. correspy

March 31, 1961

Mr. Richard B. Hull
Executive Director
The Ohio State University
Telecommunications Center
2470 North Star Road
Columbus 21, Ohio

Dear Dick:

The other day when you were in the office I meant to mention to you the letter regarding the International Conference on Scientific Problems on Visual Information which you had forwarded to Bill on March 23rd. However, we had too many other things to talk about at the time.

I have checked with what sources I could find (as you know Leonard is out of the country and I couldn't check with him), and can seem to dig up very little information. I am sure that this is not the international conference for which we are seeking RCA financial support. Neither is it the conference in Montreux which we hope that Bill will attend.

I will continue to try and find out more about it, and if I do, you can be sure I will let you know all the details.

Cordially,

Harold E. Hill
Administrative Vice President

HEH:rkf

THE OHIO STATE UNIVERSITY
TELECOMMUNICATIONS CENTER
2470 NORTH STAR ROAD
COLUMBUS 21, OHIO

RICHARD B. HULL, *Executive Director*

March 23, 1961

William G. Harley
1346 Connecticut Ave., N.W.
Washington, D. C.

Dear Bill:

Can you shed any light on the attached letter from Adrio Casati of Milan, Italy? Is this another development we may attribute to Lennie Marks or does this relate to the RCA-financed venture about which you spoke?

Best wishes.

Sincerely,

Richard B. Hull
Executive Director

RBH:df

Prima Conferenza Internazionale di Informazione Visiva

Premiere Conference Internationale sur l'Information Visuelle

First International Conference on Visual Information

Milano - Corso Monforte, 34
Tel. 700437

6 February 19th, 1961

Dear Sir,

I take the liberty to inform you that two international Conferences devoted to Scientific Problems on Visual Information, will be held in Milan and in Venice during July next.

The Milan Conference is organized by the Italian Institute of experimental studies of social problems with the collaboration of the Italian Society of Scientific Psychology, of the Italian Association of Social Sciences and of various scientific Italian societies of pedagogy, psychiatry, etc.

The Venice Meeting will be sponsored by the "GIORGIO CINI Foundation".

I should appreciate it very much, if you would take part personally in the Experts' International Committee.

I shall take care that documents and a detailed program are sent you shortly. The enclosed literature will give you an idea of the aims of the Conference.

Trusting that it will be possible for you to collaborate in this important activity, I remain,

Yours faithfully,

(Adrio Cassati)
PRESIDENT

Mr. RICHARD S. HUNT
Director,
Radio and TV Broadcasting
Ohio State University,
COLUMBUS, Ohio - U.S.A.

Dear Statton

File
Broad Comm.

March 28, 1960

Dr. Harry J. Skornia
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Thanks for your letter of the 21st. You may be right. It may be that we should not file any comment. I think, however, that many of us may attach a great deal more importance to Auer's prologue than you do.

The point is that the first paragraph is probably all any broadcasters are going to read. Even if they read further, their view of the specific suggestions made by the Speech group will be colored by the emotional reaction they have had to the prologue. This is precisely the reason I am disturbed; because these people feel that commercial broadcasters ought to be helping us. In my view, it would be better if they had left us out of it altogether. I think it is perfectly possible to make every suggestion which this group has made and to make friends among the broadcasters at the same time.

As to whether we should express ourselves formally to the Commission in disassociation from this point of view, I don't know. I leave this to your judgment.

Sincerely,

R. F. Schenkkan

RFS:am

cc: William Harley
Leonard H. Marks

RADIO/TELEVISION RTT AT THE UNIVERSITY OF TEXAS
AUSTIN 12, TEXAS

ROBERT F. SCHENKKAN
Director

March 17, 1960

File: Board Correspondence

Dr. Harry J. Skornia
President, NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I am enclosing a verifax copy of portions of the Radio-Television-Film Interest Group, Speech Association of America News Letter, which appears to me to call for some polling of our membership as to reactions, since I think it is likely to have a serious and deliterious effect on the relationship of educational broadcasters with commercial broadcasters. You will note that the paragraph I have singled out on the first page of this, indicates that this entire group was from Indiana University and the NAEB representative from Indiana, of course, was not present. How this small group felt that it could speak for the Speech Association of America completely baffles me.

I would point out that the introduction to this document is very nearly as intemperate a statement on the whole situation as has been enunciated so far. While I am not in favor of educators squabbling publicly over points of view, I think it needs to be made very clear, by those of us who have some appreciation of the complexities of this problem and some interest in the development of mutually beneficial relationships between commercial and educational broadcasters, that we disassociate ourselves from any such position as this ad hoc committee from Indiana University has taken.

It appears to me singularly ironic that this document should contain a recommendation that the Commission support directly and encourage commercial broadcasters to support the educational broadcasting movement. I can think of very little that has been done, or said, recently that will contribute less to this goal than the Auer statement.

Sincerely yours,

Bob

R. F. Schenkkan

RFS:eb
encl
copy to NAEB Board members

MEMORANDUM

24 March 1961

TO: Dick Hull and Jim Miles

FROM: Harold E. Hill

Before Bill left for a well-deserved few days in Bermuda with his family, he asked me to send along to each of you a draft of the summary minutes he prepared of the Milwaukee Board meeting.

We would like to get these out to the Board as soon as possible. Therefore, would you make any corrections, suggestions, comments, or what-have-you on the draft and return to me by March 31?

If I don't hear from you by then, I'll presume that the draft suits you as is.

Note to Dick - I understand that you are planning to come in to Washington for the conference with Secretary Ribicoff. If anything is going to prevent this, will you please let me know? Thanks.

HEH:jph
Enc.

Letters from Board

PROGRAMED BY COUNCIL FOR EDUCATIONAL TELEVISION CHANNEL 6, Inc.

OFFICE OF EXECUTIVE DIRECTOR
414 FOURTEENTH STREET
DENVER 2, COLORADO

March 23, 1961

Mr. William G. Harley
National Association of
Educational Broadcasters
DuPont Circle Building
1346 Connecticut Avenue, N.W.
Washington 6, D. C.

Dear Bill:

It was with great regret that I was unable to attend the Board of Directors meeting during the past week in Milwaukee; however, I am certain that Ken Christiansen relayed my message to you that it was impossible because of a Board of Education meeting in Denver. As you probably know, this body takes priority over ANY meeting.

First, I wish to indicate that I heartily concur with the stand you have taken regarding the many ramifications concerning the position of the NAEB in the Wilmington conflict. I have studied these communications and recognize that you have handled this matter in a very diplomatic manner.

I have one suggestions regarding the activities of your office concerning relaying of information to the various members of the organization. I have been asked regarding details of certain conflicts that have arisen and have purposely not answered. I feel it is unfair to the organization, as well as the officers, for any single board member to be the dissemination factor regarding such controversies. Very often information gained from several sources is of detriment to any organization.

I sincerely hope that relaying of information of this type should be submitted from the central office rather than from its various elected representatives. You may wish an approval from each member of the Board regarding your suggested communication for your own protection, but I feel this is a much better method of giving information than for each board member to submit details to his particular constituents.

My best wishes for your continued success in a job which you are doing very well.

Most sincerely yours,

Howard L. Johnson

HLJ:pm

March 20, 1961

Mr. Carl Menzer
Station Director
SWUI-AM
State University of Iowa
Iowa City, Iowa

Dear Carl:

Thanks for your king word about my handling of the Board meeting. You were also kind enough to refrain from saying that the stickiness was in large parts, of my own making.

I know, that you are deeply concerned about the future of the NAEB, and, as one who has the same depp-seated loyalties and emotional pre-dispositions, I can fully understand your feelings. I give you my pledge that I will not knowingly do anything to injure the NAEB or impair its strength and growth. I do feel, however, that some of us "old-timers" have difficulty in seeing the organization in any other image than the one in which it was created. If the organization is to be truly dynamic and strong, we must be less concerned with keeping it as it was and more concerned with allowing it to become as the Greeks say, "What it has in it to be."

It was good to see you on the Board again, Carl, and I will look forward to our meeting in Columbus.

Cordially yours,

William G. Harley
President

WGH:rkf

P.S. The voucher for your expenses has been tramsitted to our bookkeeper in Urbana; you will be receiving a check shortly.

Bd. Copy

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 Connecticut Avenue
Washington 6, D. C.

Memorandum To: ETV Station Managers

From: W. G. Harley

Date: March 20, 1961

In response to questions growing out of the proceedings in connection with WHYY's application for Channel 12, Wilmington, Delaware, the NAEB Board, at its meeting in Milwaukee, March 15, approved this motion:

The NAEB Board accepts with approval the following statement, recommended by its President, and directs that it be communicated to the ETV community:

1. NAEB hereby reaffirms its position in reference to the importance of the new media; its recognition of the Association's leadership responsibility in securing for education access to adequate spectrum space; and its pledge to assist with whatever resources it can bring to bear in helping to secure such facilities to meet educational needs.

2. NAEB places itself on record as firmly supporting WHYY in its application to secure Channel 12 for educational use and offers, if such assistance is deemed useful by WHYY counsel, to testify as a public witness in the instant proceeding.

3. As a general policy, NAEB takes the position that in any competition for channels between commercial and non-commercial applicants, the public interest is better served by awarding the facility to the educational interest. To that end, wherever feasible, NAEB will support the educational application. In cases where more than one educational interest is involved, NAEB will avoid involvement in behalf of one or another of the educational applican

4. In any future case involving an educational applicant in which the firm of NAEB's general legal counsel might participate in behalf of a commercial client, NAEB will, upon request, retain special counsel to assist the counsel of the educational applicant.

The Board took note of the requests of the ETV managers meeting in Milwaukee and in reply stated:

1. It will be pleased to arrange for an annual meeting of the ETV managers and the NAEB TV Board. Arrangements will be made for such a session each year in connection with the NAEB convention. In addition, if such a meeting is deemed advisable this year in connection with the IERT, such arrangements can be made.

Bd.
Corresp

March 20, 1961

Mr. Loren B. Stone
Manager
Station KCTS-TV
University of Washington
Seattle, Washington

Dear Loren:

I am delighted to learn that your upset was not serious. You may have got your insides twisted, but you always have your head on straight! Consequently I was rather dismayed when I arrived and found that you would not be available for the Board meeting. I counted on you heavily to lay the groundwork for the discussion of the NAEB-NETRC relationship.

However, I survived this handicap and it conditioned me a bit for the second blow. On the eve of the House hearings, Bob Schenkan had, what was first reported to be, a heart attack. Since he was scheduled to arrive in Washington to steer the political activity during these three days, this was a highly unfortunate circumstance. Bob's trouble turned out to be less grave than at first diagnosed. Evidently he had just overworked to the point of exaustion and collapsed.

Anyway, the board meeting went off rather well. We cleared the air with reference to the Channel 12 situation and reestablished friendly relations with the Philadelphia branch. Nothing conclusive came from the discussion over the NAEB-NETRC letter of agreement. I do believe, however, that we have laid the groundwork for a fruitful outcome at Columbus.

Somehow, in the midst of the hearings, I will manage to dictate an account of the meeting to distribute to the Board so that you will have more details.

Cordially yours,

William G. Harley
President

WGH:rkf

Harley — I answered, didn't said I didn't think NAEB would like idea - view income from tape rental & album sale, told he could write you

NPAC

The National Project in Agricultural Communications

Wells Hall · East Lansing · Michigan

Dear Harry:

By this time you know that the radio research manuscript has been cleared all the way for publication by Harwood. We're really pleased at the cooperation and willingness to change directions on this that everyone has shown. It's good to see this off the shelf.

Now to jump to something quite different. The National Headquarters of the American Association of Agricultural College Editors is now located here in Wells Hall. We're trying to support this new venture in all ways possible - one of these ways is to call members' attention to various communication items of potential use to them. One that we think they should know about is the recording "A Word in Your Ear" from the NAEB sponsored album Ways of Mankind. We'd like to make several tape copies of this recording and offer them for loan to members of AAACE, along with information on where they can secure the recording for their own use.

In your opinion, would this be acceptable to NAEB? Would it run counter to NAEB's arrangement with Indiana University Audio-Visual Center for distribution? Would Mr. Harley be the one to write?

We'll appreciate your advice.

Sincerely,

Donald E. Wells

Donald E. Wells
Director

DEW/cp

RECEIVED
NAEB HEADQUARTERS
MAR 20 1961

Dr. Harry J. Skornia
College of Journalism and Communications
University of Illinois
Urbana, Illinois

March 16, 1961

March 15, 1961

Miss Martha Haueisen
Telecommunications Center
2470 North Star Road
Columbus 21, Ohio

Dear Miss Haueisen:

Today I am sending to you under separate cover 100 sheets of letterhead and envelopes similar to this paper, but without the imprinting of Mr. Harley's name and title. Therefore, you can easily add Chairman of the Board to Mr. Hull's signature. I hope this will work out satisfactorily for you and if you need more, please let me know.

Sincerely yours,

Mary Elizabeth McIlvane
Administrative Assistant

q

m

File
Broad Correspondence

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE REGIONAL DIRECTOR

Alabama Educational TV Commission
807 Protective Life Building
Birmingham, Alabama

March 14, 1961

Mrs. Dorothy Templeton
N.A.E.B.
1346 Connecticut Avenue, N. W.
Washington 6, D.C.

Dear Mrs. Templeton:

We would appreciate your forwarding us a supply of NAEB envelopes.

Thank you for your assistance.

Sincerely yours,

Raymond D. Hurlbert m.l.
Raymond D. Hurlbert
Director, Region II

RDH/ml

Bob—
Please send Lois 100 #10 envelopes
as sample attached—
Bhc
3/16/61

sent
3-16-61
RLC

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
1346 Connecticut Avenue, N.W.
Washington 6, D.C.

Memo to all recipients of the attached ICA "Draft of TV Policy Paper"

I have been asked by Dick Rider to indicate to you that the attached is for "in-the-family" use only. That it should not be shown to too many people because it is just a draft and is in the stages of final development at ICA at this time.

Actually, our distribution has been limited to the NAEB Board and the NAEB International Relations Committee. We would appreciate your helping us to maintain the confidence that has been shown in us by the mere fact that this paper was made available to us.

Thanks.

Harold E. Hill

jph

March 3, 1961

See Distribution

Gerald F. Winfield, O/CM 814-SA1

Draft of Television Policy Paper

Attached is the draft of a paper backgrounding and setting forth policy guidelines for ICA use in considering assistance for the development of television facilities.

This study was undertaken and is submitted for your comment pursuant to instructions from Dr. FitzGerald.

O/CM would appreciate your comments and suggestions within two weeks following your receipt of the paper.

DRAFT

SUMMARY PAPER ON ICA TELEVISION POLICY

ICA policy regarding assistance for the development of television facilities is more than five years old. During that period, television has become a proven educational tool in the United States. The concept of using this medium for the dissemination of information, knowledge, and training is capturing the minds of responsible persons all over the world. It is mandatory that ICA policy be consistent with the presently known facts.

The facts are clear. There is ample research and experimentation to indicate that television is a useful ingredient in the education and training of both in-school and out-of-school groups.

From the broad point of view, ICA should establish a research and development program in communications to facilitate the movement of knowledge regardless of the present intellectual growth of the recipients. Such a program would include television materials.

Specifically, in regard to television, ICA policy should provide for the following:

1. Feasibility studies concerned with the establishment of television facilities.

2. The establishment of closed circuit, or low power open circuit, television facilities in educational institutions or groups of institutions.

3. Where television broadcast stations exist, assistance in the establishment of an agency capable of using the facilities for educational purposes.

4. Participant training for television personnel.

5. The exploration and possible establishment of receiver assembly plants, and the provision of receivers for educational and training purposes.

6. Assistance in the establishment of large stations and national television systems where circumstances warrant.

7. Review of television policy on a regular basis to insure that ICA thinking is in harmony with worldwide developments.

PROPOSED ICA POLICY ON TELEVISION

General Background

The ICA policy for support of television projects is based on a memorandum from Gerald F. Winfield to Dr. D. A. FitzGerald, dated October 28, 1955. (Summary attached.)

During the five years since that memorandum was written, the number of non-commercial, educational television stations in the United States has increased to 52. There are more than 200 closed circuit instructional television systems in use. More than 800 elementary and secondary schools, and colleges, are offering television instruction. There is in progress a massive project to distribute televised lessons to pupils in six states through the use of airborne transmitters.[1] A substantial body of reputable research establishes beyond question that for most types of learning, television teaching is equally as effective as conventional methods.[2] In some specialized fields, such as medecine, dentistry, veterinary medecine, and certain aspects of the biological and physical sciences, television is more effective than traditional methods. As Dr. Wilbur Schramm of Stanford University has said, "There is no longer any reasonable doubt that television can teach as many facts and skills as the same lecture given in the classroom."[3]

In the countries in which ICA is operating, there are 86 television stations. A number of other countries are actively planning stations.[4] The Ford Foundation is supporting an extensive experiment in the educational use of television in India. There is rapidly growing interest in Europe in the uses of TV for educational purposes.[5]

In and of itself, television has no capacity to teach or to cause learning to occur, but the logistics of the medium permit a broad extension in the use of available teaching and learning resources. With modern recording methods, magnetic tape and film, practical means are available for the maximum extension of these resources.

The informative programs of ICA in the fields of health, agriculture, and education, and the dissemination of basic economic, social, and political knowledge cannot penetrate deeply into a population, nor can they be effectively sustained over a long period of time without the orderly development of the mass media of communication. Progress is being made in the other media, but in regard to television, ICA's posture has been largely one of reticence. Indeed, the use of television in the underdeveloped countries poses major economic and technical problems, but they are problems that can, and must, be faced and solved.

It is essential that ICA expend its resources on developmental projects which are practical and beneficial. If at the same time, such projects have the capacity to fire the imagination of great numbers of the populations of the emerging countries and to provide dramatic evidence of our desire to help people at the individual level of aspiration, so much

the better. Increased information, knowledge, and employable skills across a broad base of the population is vital to the forward progress of a developing nation. In part, these objectives can be achieved through television. The educational uses of television constitute a field in which the United States is the decided leader. We have, therefore, a wealth of operating experience, which when shared with the underdeveloped countries, gives promise of substantial results and a significant contribution to the worldwide image of the United States.

In view of the widespread developments in the educational uses of television during recent years; in the light of the now proven capacity of the television medium as an educational tool; with a view to its potential for capturing the imagination of aspiring people; and with due regard to the ever-increasing pressure for more knowledge, skills, and information in the underdeveloped countries; it is imperative that ICA have a realistic policy in regard to the kinds of assistance it is prepared to make available for television facilities. It is the purpose of this paper to recommend a policy that is consistent with the ICA objectives of economic growth and improved production capacity that is not unduly visionary, but is realistically in line with the hard facts of evidence deriving from extensive research and experience.

ICA's television policy must include a clarification of agency roles, particularly between ICA and USIA. A number of embarrassing situations have developed as a result of the lack of articulation of policy. USIA has been relatively aggressive in selling the idea of television in an effort to accomplish its objectives. Since the implementation of technical assistance in this field is clearly an ICA function, and since ICA has not had a firm policy in this regard, we have been unable to follow up the interest aroused by USIA. The problem can probably be resolved by the promulgation of a clear ICA policy. When a firm ICA policy is announced, appropriate USIA personnel should be informed so that the two agencies can work in harmony with regard to television development.

The Role of Television

The impact of television on the American economy is profound, both as an industry in its own right and as an advertising medium. Clearly, no such impact may be expected in the underdeveloped countries for some years to come. However, the future potential of such a contribution must be kept in mind. The power of television as a social force in the United States is obvious. There are indications that suggest the possibility that ICA may, in the future, be more concerned with social problems than has been true in the past. For both of these reasons, then, the fact that broadcast television can be, and usually is, used for "entertainment" purposes is not antithetical to ICA's long range objectives of economic improvement.

However, it is the educational, instructional, and training capacity of television that is of immediate concern to ICA, and the recommended policy is aimed at these uses. Television is one of several modern devices that are exerting a constant pressure toward increased mechanization of the educative process. The optimum mechanization of education is an inevitable twentieth

century phenomenon. It cannot be less than inevitable in the underdeveloped countries where the maximum possible multiplication of teaching and learning resources consistent with desired results must be the objective.

Television has application to both in-school and out-of-school education and training. Its special contributions may be considered under four broad headings: (1) Its ability to extend and expand the use of all existing teaching and learning resources; (2) Its visual capacity which permits the presentation of materials requiring "seeing" as part of the learning process; (3) Its ability to present persons and resources not normally available in the educational situation; and (4) The fact that television is not totally, nor primarily, dependent upon verbal communication.

The multiplication in use of teaching resources resulting from televised education occurs in several ways. Qualified teachers can reach many more learners with no measurable loss in resultant learning. Through the use of recordings, this increased utility can be repeated or extended even further. Television has achieved marked success in training teachers. There has been a demonstrable increase in teaching performance accruing as a by product of televised instruction. Television provides an efficient channel for the distribution of films and other prepared materials which are a major supporting bulwark to an educational system lacking trained teachers. Since there is a gigantic lack of trained teachers, the broad use of prepared teaching materials is essential.

Television's visual capacity makes it particularly useful in the teaching of the sciences, in the training of skilled workers such as bookkeepers and mechanics, and in other fields where it is useful to show objects or processes. Again, such showings and demonstrations can be shared on a wide base.

Because they can be shared by a large number of learners, persons of special qualification or importance, and materials that are either difficult or expensive to obtain can be introduced into the learning process through television.

A small fraction of the populations of the emerging countries possess the necessary verbal skills to gain maximum benefit from education presented in the traditional form of talk and books. Thus, a medium such as television which is not primarily dependent on verbalized communication has a special utility in any broad educational effort.

When an objective is vital to survival, and when the time for accomplishing it is limited, cost is not necessarily the critical factor. It is obvious that the emerging countries must achieve a vastly improved educational program if they are to survive as free societies. While the absolute cost of such an improved educational system is not the most critical factor, the cost must be within the financial capacity of the country concerned or the objective will not be accomplished.

The initial cost of an instructional television system is substantial. However, such information as is presently available clearly indicates that when the number of students reached exceeds approximately 250, the per pupil costs are less than for traditional instruction. If there is added to the picture the value of television in teacher training and improvement, and the probability of reduced long term goals for the number of teachers and classrooms, televised education becomes a sound economical investment for the next quarter of a century.

Thus, through educational television wherever it is feasible, a massive educational job can be undertaken at a completely justifiable price. In many situations an equally massive job cannot be undertaken in the near future through traditional means at any price.

Because the educational job to be accomplished in the emerging countries is so vast, the resources with which to attack the job are so meager, and the time in which substantial progress must be made is so short, every feasible means for increasing the efficiency of the educational process must be utilized. Beyond a reasonable doubt, television has the capacity to make a major contribution in this regard.

It is time that ICA assume a posture that will permit the Agency to appraise situations realistically and enable it to implement television projects which give promise of significantly augmenting educational programs for both in-school and out-of-school learners.

Policy Recommendations

One of the vitally important, possibly the most important, aspect of television development that should become a concern of ICA is the future availability of excellent, substantive program materials and a body of techniques and know-how for producing, adapting, and utilizing these materials. While extensive programs of research and development aimed at these problems within the context of United States education are underway, there is no major program geared to accomplishing the same job on a world wide basis. As television becomes available on a wider scale, there will be an increasing demand for guidance and assistance in the procurement and preparation of educational program materials. If ICA is to have meaningful help to provide, it is not too soon to attack the complex problems involved.

ICA should undertake an extensive research and development program in the communications media field. Included in such a project would be provision for the acquisition and experimental production of educational program materials for television, the development of methods and techniques of producing such materials and adapting them for use in different cultures, experimentation in the utilization of television materials in differing situations, and the dissemination of information on all of these and related problems. It is not contemplated that ICA would get into the business of supplying programs for regular use. On the contrary, the materials collected would serve as prototypes to the end that ICA could provide guidance in assisting host countries to acquire or produce their own materials.

As has been true in radio, it will be necessary to make feasibility studies and surveys in connection with proposed television facilities. These studies should be made by a team including a competent electronics engineer familiar with television problems, and a person having managerial and programming experience in the educational uses of television. After consultation with USOM personnel and the appropriate host country officials, such a team would be able to draft a total plan for a television installation and an organization designed to achieve maximum use of the facility. ICA should indicate a willingness to consider requests for feasibility studies and surveys looking toward the installation of television facilities.

Of particular interest to ICA should be the development of closed circuit, or low power open circuit, television installations in institutions of learning. Such installations are relatively inexpensive and offer the most feasible and practical means available for the multiplication in use of available educational resources. Installations of this type have proven to be highly successful in the United States, and their number is increasing substantially each year. It is recommended therefore, that ICA consider the establishment of several pilot television installations in key areas of the world, with the view of improving and expanding the educational program of specific institutions. As these projects develop and mature they can serve as illustrative models for other countries within the area. ICA would then be in a position to entertain requests for the development of such facilities on a wide scale.

As regular broadcasting television stations come on the air in various countries, with or without ICA assistance, opportunity will arise for the development of program agencies capable of using a portion of station time for educational purposes. ICA should give favorable consideration to requests for help in establishing such agencies in all countries where stations exist or are about to come into being. Normally, assistance of this type could be expected to take the form of providing a qualified educational television advisor who would help the host country organize such an agency and provide guidance in its programming efforts.

A necessary aspect of ICA's television policy must be the willingness to provide training for managerial, programming, and engineering personnel. Such training might include participant training in the United States, and on-the-job training at the local installation. ICA should favorably consider requests for the training of television personnel.

The major technical obstacle in the way of widespread use of television in the underdeveloped parts of the world is the availability and distribution of receivers. This constitutes a problem that must be attacked with vigor. ICA should encourage in every way possible the development of inexpensive, simplified television receivers. It is further suggested that through the Office of Industrial Resources, ICA undertake to explore the establishment of receiver assembly plants when so requested, and that such plants be implemented wherever they are feasible and practical.

At the present time, it is not contemplated that ICA will, as a normal routine, vigorously pursue the provision of substantial assistance in the development of large scale broadcasting stations or national television systems. Such assistance, however, should remain within the realm of possibility. When such developments are undertaken, with or without United States support, they should be facilitated by the willingness of ICA to provide technical training for members of the staffs of such systems, and/or the execution of feasibility studies and surveys.

ICA policy should permit assisting the installation of large scale television stations and national systems where special circumstances warrant. The special psychological or political circumstances justifying such developments in television would include; actual or imminent threat of major Bloc country action in this area of development, the need for a particularly dramatic project to protect the stability of an existing government, or an unusually insistent demand for such development by a key figure controlling an existing friendly government.

In a field as fluid as television, and in a world wherein profound changes can occur with great rapidity, ICA's policy in regard to television development must remain flexible. Such policy should be reconsidered on an annual basis.

It is believed that the indicated policy guidelines provide ICA with the means for active participation in the development of television facilities around the world, with that participation based on a reasoned policy position that is solidly rooted in the best available evidence.

It is recommended that the attached statement be adopted as guideline policy for the consideration of assistance in the development of television resources, and that this statement be circulated to appropriate offices and all USOMs.

STATEMENT OF POLICY ON ASSISTANCE FOR THE DEVELOPMENT
TELEVISION RESOURCES FOR EDUCATIONAL PRUPOSES

In view of the substantial success achieved through televised instruction in the United States; aware of the opportunity for applying this tool to the educational programs of the underdeveloped countries; and in anticipation of increased requests for assistance in this field, ICA has restudied its policy in connection with the circumstances and the ways in which it will provide assistance for the improvement and development of educational television resources.

ICA's interest in television remains primarily in those applications which most directly implement the agency's objective of increased economic and industrial capacity. This implies a major interest in the specific application of television to the education and training of either in-school or out-of-school groups. This statement of policy does not imply that requests for assistance in the development of television facilities will be considered apart from their relationship to other forms of assistance, nor out of the context of the total country program. The purpose of this statement is to provide guidance for Mission staffs in the consideration of this particular type of assistance in relation to the country program and to indicate the guidelines by which ICA/W is prepared to consider requests for the support of educational television projects.

As a part of the larger research and development program being planned by the agency, ICA will endeavor to undertake a development program in the field of communications media. Included in such a project will be the means for the acquisition and production of prototype educational materials suitable for distribution by television. Such a project would also permit the experimentation in and development of techniques and methods for planning and producing such materials, their adaptation for use in different cultures, and the utilization of these materials in the learning situation. Information developed through this program, as well as that collected from other sources, would be processed and distributed to all Missions.

The following are the specific policy guidelines which are to be used in considering assistance for the development of educational television resources:

1. When circumstances warrant, ICA will favorably consider requests for feasibility studies and surveys in connection with future television facilities. Such studies will include the economic, programming, and personnel factors as well as the engineering problems.

2. ICA will give careful consideration to, and when conditions justify it, will approve requests for the establishment of closed circuit, or low power open circuit, television facilities for an educational institution or group of institutions.

3. In countries where television stations exist, or are about to be placed on the air, ICA will give careful consideration to requests for assistance in the establishment of an organization whose purpose is to provide educational programming for the existing stations.

4. On the same basis as in other fields, ICA will favorably consider requests for participant training of managerial, programming, and engineering personnel for television installations.

5. ICA will continue to explore the possibility of developing low cost, simplified television receivers. Such information will be made available to all countries. Where transmission facilities exist ICA will consider specific proposals for the provision of television receivers for schools, community centers or other appropriate places for use as a part of programs designed to educate or train specific groups by television. ICA will further consider requests for study of the feasibility of establishing receiver assembly plants in host countries and will assist in the establishment of such plants when circumstances justify such action.

6. While consideration of such support remains a possibility, it is not the intent of ICA, under normal circumstances, to provide substantial assistance for the installation of high power television stations or national television systems. For such installations, ICA will normally consider supporting feasibility studies and the training of key personnel.

7. ICA will provide substantial support for the installation of high power television stations and national television systems when the circumstances are especially compelling. Such circumstances would include: Actual or imminent Bloc action in this regard; the need for a particularly dramatic project with wide popular appeal; and the unusually insistent demands of a key figure controlling the government of a friendly country.

8. ICA policy in connection with the development of television facilities will be reviewed periodically to insure that it is consistent with the worldwide development of the medium.

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Office of Instructional Research, Pennsylvania State University, University Park, Pennsylvania.

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3. "New Teaching Aids for the American Classroom," report of a symposium, The Institute for Communications Research, Stanford University Palo Alto, California. 1960.

4. "Overseas Television Developments," report for June 1 to October 1, 1960. United States Information Agency. 1960.

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Latin America, excluding Cuba and Mexico
64 stations
2,024,500 receivers
Stations located in all countries except, Ecuador, Paraguay, Bolivia, British Guiana, French Guiana, and Surinam.

Near East, South Asia
8 stations
75,300 receivers
Stations located in India, Iran, Iraq, Lebanon, Saudi Arabia and Turkey

Africa
8 stations
86,000 receivers
Stations located in Algeria, Nigeria, and the United Arab Republic

Far East
6 stations
87,000 receivers
Stations located in the Philippines and Thailand

5. "Teaching Through Television," Dieuzeide, Henri, Organization for European Economic Cooperation. 1960.

October 28, 1955

TO: Dr. D. A. FitzGerald

THROUGH: Fred Blachly

FROM: Gerald F. Winfield, Director
Overseas Audiovisual Services Division

PROBLEM: Television in ICA's program

DISCUSSION: (1) American experience with educational TV: There are 251 channels available, only 17 (about 12 percent) in use. They cost from $250,000 to $1,000,000 each and have annual operating budgers of $100,000 to $250,000. Each has been able to draw on a great pool of existing experience in all phases of TV operation. Evaluation shows interested groups get and retain the information supplied by well-planned programs.

(2) Problems involved in establishing TV in underdeveloped areas: Last year we made exhaustive study of problems of establishing TV setup for Saigon, found that installation of transmitter, maintenance and other essential facilities, and 1,500 receivers would cost over 2,000,000; that maximum conceivable audience would be 150,000; that annual operating costs would be over $250,000 annually. Furthermore, operation and maintenance problems would be almost insuperable at the present time.

RECOMMENDATIONS: The agency's basic policy should be:

(1) When a country (as Iraq already has) does erect its own television station and requests our technical cooperation in developing educational and public-service programing, we should be ready to supply it.

(2) We should stand ready on request to supply technicians to consult with governments that are considering the establishment of TV installations and assist them with preliminary surveys.

(3) For the time being, American money should not be used as a principal part of the establishing of TV stations, although we should keep an open mind on a specific country basis, being ready to consider it when the development of the country, both economically and in mass communications terms, warrants.

March 1, 1961

Mr. Carl H. Menzer
Director, WSUI-KSUI
State University of Iowa
Iowa City, Iowa

Dear Carl:

I certainly hope that you can attend the NAEB Board Meeting on March 15th and the Banquet the previous evening.

Yes, we will pay your expenses. Travel is not tax free. We will have a voucher for you to sign at Milwaukee; when you return, merely send in an account of your expenses and we'll type it up on your signed voucher.

Cordially yours,

William G. Harley

WGH:mem

RADIO BROADCASTING STATIONS
WSUI AND KSUI (FM)

STATE UNIVERSITY OF IOWA
IOWA CITY

February 24, 1961

Mr. Wm. G. Harley
President, NAEB
1346 Connecticut Avenue
Washington 6, D.C.

Dear Bill:

This concerns the March 14 FAE Dinner and the March 15 Board Meeting in Milwaukee.

Your note indicates NAEB will cover expenses of Radio Board Members if there are no other ways to obtain them. My budget is already considerably in the red, so if NAEB will cover, I'll be glad to attend. Matter of fact, as I've never attended a recent Board Meeting I'll welcome an opportunity to get acquainted. How is this handled--by submitting a travel voucher?.and to whom? And is transportation tax exempt?

Sincerely,

Carl

Carl H. Menzer
Director, WSUI-KSUI

CHM/pt

March 1, 1961

Leslie P. Greenhill
Associate Director
Division of Academic Research and Services
405 Old Main Building
Pennsylvania State University
University Park, Pennsylvania

Dear Les:

I am very sorry that you will be unable to attend the Board Meeting in Milwaukee on March 15th. Even though you will have to absent yourself for part of the meeting in Columbus, it is good to know that you will be present on that occasion.

Meanwhile, we will keep you fully informed at the progress of the discussions at the Milwaukee meetings. I believe things can be straightened out to the satisfaction of nearly everybody.

Cordially

William G. Harley

WGH:rkf

THE PENNSYLVANIA STATE UNIVERSITY
UNIVERSITY PARK • PENNSYLVANIA

Division of
Academic Research and Services
405 Old Main
UNiversity 5-7675

February 27, 1961

Mr. William G. Harley
President
The National Association of Educational
Broadcasters
Dupont Circle Building
1346 Connecticut Avenue
Washington 6, D. C.

Dear Bill:

I sincerely regret that it will not be possible for me to get to the board meeting in Milwaukee on March 15. I do expect to attend the April 29 meeting in Columbus at the end of IERT, however, I have previously accepted an invitation from John Meaney to present a paper at a meeting he is chairing at IERT on that Saturday morning.

I am certainly concerned about the exchange of letters between Swarzwalder, Budick and NAEB. I hope they prove to be a "storm in a teacup." Plans for realignment of the roles of NAEB, JCEB and NETRC appear to be inevitable and are moving in a reasonable direction it seems to me.

Kindest regards,

Sincerely,

Les.

L. P. Greenhill
Associate Director

LPG:fh

March 1, 1961

Dr. Harry J. Skornia
School of Journalism and Communications
University of Illinois
Gregory Hall
Urbana, Illinois

Dear Harry:

I would very much like to have you at our meeting March 15th in Milwaukee. We are going to take up some rather important matters, and I very much need the benefit of your wide experience with NAEB. I appreciate the difficulties of freeing yourself from-ing teaching obligations, but if there is any way of doing so, I hope it can be managed. Your expenses will be paid by NAEB.

We would also very much like to have you at the banquet Tuesday night honoring the officers of the Fund for Adult Education, who did so much for NAEB and the cause of educational broadcasting in general.

Frankly, Harry, I would feel much more confident about the board setting a wise course with refer-ence to a couple of important policy matters if I knew that you would be participating in the delib-erations.

Cordially yours,

William G. Harley

WGH:mem

Memo from the desk of:
HARRY J. SKORNIA

Sat. Feb. 18.

Bill Harley —

Don't count on me for Board meeting — Have a class on Tuesdays, which I'd miss.

If you especially want me, & can pay my way, write me a separate letter — & I'll take up with Cordier & Peterson here.

Very best, Bill.

Harry Sk.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
1346 Connecticut Avenue
Washington 6, D. C.

21 February 1961

Mr. John C. Schwarzwalder, Manager
Station KTCA-TV,
1640 Como Avenue,
St. Paul 13, Minnesota.

Dear John:

I have read your recent communiques with a wry smile but full appreciation for your utter candor and vigor of expression. Sincerely, though I frequently disagree with your views and invariably deplore your manner, I never fail to respect your native acuity and keen perceptual faculties. These qualities are important in a director, for it is only through the ability and willingness to raise searching questions on both sides of a question that we can detect the truth and error about matters that arise.

I would be less than human if I were not tempted to reply to you in kind, but it ill becomes us both to indulge in a series of intemperate exchanges. I shall vigorously defend my action and assert my views at the Board meeting and you will be given a similar opportunity. However, there are a few points that ought to be clarified immediately.

The responsibility for the letter to Dick Burdick should not be placed on the Executive Committee. I checked the general policy position with them but the exposition of our position and its specific application was mine.

Although Leonard Marks suggested that we employ special counsel or offer to assist in any way we wished to help WHYY-TV, he pointed out that the FCC has rejected attempts by trade associations, unions, chambers of commerce to intervene on behalf of applicants. Since NAEB, never in its history, has intervened in a local situation I did not feel it incumbent upon me as president to depart from this precedent of long standing. And, since legally NAEB was too late to intervene, in any case, there seemed no point in going to the Board for an emergency consideration of a well-established policy.

I failed to forsee, however, that a statement of our traditional policy of staying out of local contests would, in this particular instance, be construed or made to appear not as non-intervention but as active opposition to the educational interest. This misinterpretation was aggravated by the fact that Dick was unaware

that I did not know of a letter, sent before I assumed office, asking NAEB for support.

This information, plus the misinterpretation of our position, convinced me that some sort of special earnest was needed to demonstrate our good faith. Accordingly, I reassured Dick in person of our backing and offered to provide whatever help he might ask. He said that the deadline for exhibits (12:00 noon, Feb. 17) was about to expire, but that he would see what could be done.

On Monday I supplemented my verbal statement with the following telegram:

> "Though deadline passed if there is anything NAEB can do to support WHYY-TV application Rollins Radio (Cohn & Mark's client) will permit its introduction. Again emphasize Association emphatically on your side and glad to go on record to that effect".

This, in no way invalidates the policy position which was reiterated in connection with the involvement (months in advance of the educational applicant) of the firm of our general counsel in behalf of a commercial client of long standing; it does acknowledge that, because of misrepresentation or misinterpretation of our position, that we needed to make it crystal clear that NAEB always is behind the educational interest in broadcasting.

With the reorganization of the JCET, NAEB is now taking over a role, which by agreement, had been JCET's preserve; namely the active representation of education's interests in matters of allocation policy and the vigorous defense against any attempt to delete a reservation or proceed against an educational assignment. Moreover, wherever in the future a local applicant petitions for a rule making procedure to have a channel made educational, the NAEB will actively support such a move (as it offered to do in Wilmington).

In view of these developments and because I am confident that we share in a common and passionate concern for the acquisition for education of adequate TV channels to do the job, it is most regrettable that you have asked me to accept your resignation as consultant to the "Television Spectrum Space Survey" being conducted by NAEB. We need your competence and intimate knowledge of your area to help us in this vital undertaking. I hope, that as you consider the greater good to be served by your participation, you will reconsider your decision.

Sincerely yours,

Bill

William G. Harley

P.S. I have no objection to letting Chris and Dick present your views at the Board meeting. Though I don't agree with your position on JCEB-NETRC-NAEB cooperation, I certainly agree that our support of ETV stations has no relevance - nor has it ever - to the interests of Cohn and Marks.

c.c.: NAEB Board
Harold Hill
Leonard Marks

Bd. Comes

KTCA-TV
1640 Como Avenue
St. Paul 13, Minnesota

February 17, 1961

Mr. William G. Harley
President
NAEB
1346 Connecticut Avenue N.W.
Washington, D.C.

Dear Bill:

As I wrote Dick Hull and told you, I will not be able to attend your especially called Board Meeting in March. However, I have requested from Hull that Chris Donaldson and Dick Vogl be allowed to present my views to the Board. No reply has been received to date.

For your information, (and Chris and Dick will be able to present this in detail) I feel (1) NAEB should not support the new JCEB by belonging thereto, (2) that the "letter of agreement" should never be ratified and (3) that the NAEB ought to aid ETV stations regardless of the interests of Cohn and Marks.

Sincerely,

John C. Schwarzwalder
Director
Region IV

JCS:bh

cc: NAEB Board
Mr. Donaldson
Mr. Vogl

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE REGIONAL DIRECTOR

Alabama Educational TV Commission
807 Protective Life Building
Birmingham, Alabama

February 16, 1961

Mr. William G. Harley
President
N.A.E.B.
1346 Connecticut Avenue, N. W.
Washington 6, D. C.

Dear Bill:

I note in your confidential memorandum as of February 14, 1961, that you agreed to take an assignment at the DAVI Convention in Miami as of April 22. Do I understand by this that you are cancelling your appearance at the Region II Conference in Birmingham on April 22, 1961?

Your memorandum of February 9, 1961, states that: "Because the TV members of the Board will be on hand anyway (at Center expense), this occasion provides an opportunity for assembling the entire Board and taking up some matters that need reporting or policy decision." Farther on you state, "Board members not attending as Center Affiliates should make their own reservations using the enclosed card." No card was enclosed in my communication, and so I do not understand provisions thereon. The two statements above quoted from your memorandum do not agree for certainly as a TV Board member myself I am not included in the invitation that the Center is giving. Before making any decisions or statements in this connection, I will await a reply from you. The earliest possible response to the above questions will be appreciated.

Sincerely yours,

Raymond D. Hurlbert
Director, Region II

RDH/ml

February 14, 1961

Dr. Harry J. Skornia
School of Journalism and Communications
University of Illinois
Gregory Hall
Urbana, Illinois

Dear Harry:

We are pleased to know of your invitation to speak at the 16th Conference on Higher Education in Chicago March 6 and are delighted that you can accept.

Because we feel that it is important that the overall role of higher education in television be expertly articulated at such a gathering, we are happy to underwrite your travel expenses so that you can represent us on this occasion.

Cordially,

William G. Harley

WGH:mem

CONFIDENTIAL MEMO

TO: NAEB Board

FROM: W. G. Harley

DATE: February 14, 1961

I hereby resume my former practice when president of sending out more-or-less monthly memos to the directors in order that they may be made au courant with current activities and can, in turn, be responsive to them. The Newsletter, perforce, can only report on matters appropriate for general attention; obviously, there are many activities in various stages of development about which the directors ought to be informed but which would not be appropriate for public announcement.

I conceive of my role to be that of providing leadership in making recommendations and initiating projects; yours to react in terms of policy guidance and advice. In order to profit from your counsel, I need to keep you fully informed of what's transpiring or is being contemplated. I trust in this way that we can develop a closer and more helpful relationship between the Board and the Headquarters staff.

Accordingly, I welcome your comments. Feel free, if you wish, to scribble on the margins or back of these memos and return. All reaction is helpful.

1. Depending somewhat on how things develop in relation to (1) Board reaction to the proposed letter of agreement on NAEB-NETRC (a copy of which will be distributed shortly) and (2) on how matters work out in actual practice between now and then as to NAEB-NETRC relationships, I suggest that we plan to have Jack White and Jim Robertson join the Board for lunch following our Board meeting in Milwaukee, March 14.

2. NAEB has been asked to plan a session on educational radio for the DAVI convention in Miami, April 24-28. These dates, unfortunately, largely conflict with those of the IERT. Since I felt it was important both from the standpoint of inter-organizational relationships and of promoting radio that we accept the invitation, I agreed to take the assignment on April 22, even though it means (1) having to fly out immediately to be in Columbus the following noon and (2) having to switch the NAEB Board meeting to Saturday after IERT (April 29). We can't have the Board meeting Friday night because of the IERT Awards Banquet. However, if we start at 9 am Saturday and meet through lunch, we ought to be able to conclude by 4:00 pm in time for most everybody to get home that night. I regret this switch but felt the considerations justified it

Participants in the radio session include:

Hartford Gunn	-	Inter-connected Live Networking
Al Fredette	-	Two-way radio communication
Burton Paulu	-	New Findings in Radio Audience Research
Person to be selected	-	New Developments in Radio Programs for Schools

3. Washington is the most "contact conscious" community in the world. While not subscribing fully to the local value system, I list the following, among many, as meetings that result from our being in Washington and potentials for advancing our interests.

Joe Baudino - Vice-President, Westinghouse Broadcasting Company. He has promised to explore possibility of acquiring for NAEB Tape Network special public service radio series produced by Westinghouse for its own stations.

Carl Runge - Former assistant Dean of Law School, University of Wisconsin, newly appointed Assistant Secretary of Defense for Manpower. He called to say he has whole training program of armed services under him and wants to consult with us about uses of radio and TV in this connection.

Robert Dudley - Secretary of Electronic Teaching Laboratories. This company is especially interested in developing and furnishing devices for aiding instructional programs in newly developing countries. He is setting up a meeting with some of their staff for exploration of mutual areas of interest and support.

4. Len Press (on leave from WBKY, Ky) is working hard to get our radio version of the Washington Report off the ground. We want to do it well so it's taking some time to get the right person and format.

Meantime, he is also active in searching out and pumping other program wells in the area. We are now obtaining on a regular basis the major speeches given at the National Press Club, the President's press conferences and those of cabinet members; he is negotiating for a series of lectures on world affairs being given by Dr. Charles Malik; and has talked with the State Department on series of taped responses from critical areas abroad to lists of questions we might send as basis for background programs.

5. Because of the pressure from the Sudanese government for immediate action in providing assistance in its radio expansion, we were obliged to launch informal recruiting for the leader of the mission even before the contract could be signed. We are most fortunate in securing Syd Head, Director of Broadcasting and Film Services, University of Miami, to accept this two-year assignment. Due to the need to get somebody on the job, it may be that Syd will have to leave early - even this month - before the rest of the team is assembled. The others are to be a transmitter and a studio engineer.

BD. Concept.

CHANNEL 9 KCTS (TV)

STUDIOS—UNIVERSITY OF WASHINGTON

TRANSMITTER—EDISON TECHNICAL SCHOOL

COMMUNITY TELEVISION SERVICE
SEATTLE 5, WASHINGTON

Ethel - F-41-
Please return
Bmc 5/26

February 13, 1961

To: ETV Station Managers

From: Loren B. Stone

Enclosed is the information on current wage rates at the educational television stations as supplied by the station managers.

I remind each of you that this information is supplied to you in confidence. It was agreed, you will recall, that this would be the case. Since a majority of the stations responding indicated it was not within their policy to permit identification of their station, no station has been identified.

Eight stations -- Tampa, Des Moines, New Orleans, Boston, Detroit, St. Louis, Columbus and Madison -- did not reply. This information is not being supplied them, as this is an exchange of information between managers. Two stations replied but did not supply wage rates for any individual positions, stating that their scales were identical with the "academic" scales for their institutions.

The system of classification of stations is similar to that used in grouping the stations for NETRC fees: Class A -- population of market area above 3,000,000; Class B -- population between 1,500,000 and 3,000,000; Class C -- population from 500,000 to 1,500,000; Class D -- population 200,000 to 500,000; and Class E -- population below 200,000.

It was suggested that separate groupings be made for Northern and Southern stations, where such separation would not disclose the identity of individual stations, it has been done. States classed as "Southern" in this report are: Alabama, Arizona, Florida, Georgia, Louisiana, Missouri, New Mexico, North Carolina, Oklahoma, Tennessee & Texas.

Of the stations responding, four -- Chicago, San Francisco, Pittsburgh and St. Paul - Minneapolis -- advised that they have contracts with labor unions covering their technical personnel and each sent a copy of his contract. I see nothing unusual in the contracts, nor any particular usefulness to be served in digesting them for each of you at this time. If any of you face labor negotiations, I will supply you with a summary of the provisions of these contracts, or, I know, the managers of the individual stations will be pleased to assist you with information.

I am supplying a copy of this study to Bill Harley and a copy to Jim Robertson.

I appreciate the cooperation each of you gave the study by supplying information about your own station. I know the data will be useful to each station manager.

		Program Director	Production Manager	Producers - Directors	Announcers	Cameramen
2 Class A Stations	1.	10,000 - 12,500	7,500 - 9,000	6,000 - 7,000	5,200	4,680
(ann in North) and	2.	12,000 - 18,000	10,000- 15,000	3,900 - 16,000	3,900 - 6,000	---
3 Class B Stations	3.	11,500	8,500	5,000 - 7,000	---	---
(2 in N - 1 in S)	4.	10,000	9,000	5,000 - 6,400	6,400	4,680 - 9,360
	5.	7,500	6,600	5,400	---	$.00 hr.
8 Class C Stations	6.	7,500	6,000	5,000 - 5,800	---	3,500 - 4,500
(North)	7.	11,000 - 13,500	8,000 - 9,000	4,600 - 7,800	1. - 1.25 hr.	1. - 1.25 hr.
	8.	10,000	7,500	4,900 - 7,020	---	---
	9.	---	7,833	5,562 - 6,637	---	---
	10.	8,600 - 10,800	---	4,000 - 5,520	1.85 hr.	1.85 hr.
	11.	10,000	10,000	4,200 - 7,500	---	---
	12.	10,075	8,500	6,750	---	6,500
	13.	7,500	---	4,400 - 5,500	---	3,600 - 4,200
9 Class C Stations	14.	12,000 - 13,000	8,000 - 9,000	5,916 - 6,916	4,210 - 4,440	4,670 - 4,900
(South)	15.	7,280 - 7,800	7,200	6,300	1.00 hr.	100 mo.
	16.	---	7,750	4,500 - 5,200	3,500	3,000 - 3,500
	17.	9,120	5,742	4,296 - 4,980	---	3,384
	18.	9,000	8,300	5,200	---	---
	19.	---	6,420 - 8,400	4,500 - 6,000	---	1.00 hr.
	20.	8,600	5,500	3,420 - 6,000	3,240	2,392 - 3,000
	21.	4,860 - 6,204	4,860 - 6,204	3,804 - 4,860	---	---
	22.	7,000 - 8,500	---	5,000 - 6,500	1.75 hr.	1.00 hr.
4 Class D Stations	23.	---	6,550	4,400	---	1.50 hr.
(1 in N - 3 in S)	24.	8,300	7,000	6,480 - 7,980	3,640	4,740 - 6,060
	25.	8,500 - 9,000	6,000 - 7,000	4,800 - 6,000	4,800 - 6,000	5,400 - 6,000
	26.	---	7,000	5,000	1. - 1.25 hr.	1. - 1.25 hr.
7 Class E Stations	27.	9,600 - 12,000	5,100 - 7,800	5,750 - 9,000	3,600 - 4,800	4,500 - 6,600
(5 in N - 2 in S)	28.	8,000 - 9,000	6,500 - 7,500	5,000 - 7,000	1.50 hr.	1. - 1.50 hr.
	29.	7,000 - 10,000	7,000 - 10,000	5,000 - 8,000	3,540 - 4,320	4,200 - 6,000
	30.	7,500	7,000	5,000 - 6,000	---	85¢ - 1.50 hr.
	31.	7,000	---	5,400	1.00 hr.	75¢ hr.
	32.	10,000	7,000	8,400 - 9,600	1.25 hr.	1.25 hr.
	33.	7,800	6,200	6,200 - 7,200	75¢ - 1.00 hr.	75¢ - 1.00 hr.

Station (See page 1 for code)	Chief Engineer	Transmitter Supervisor	Studio Supervisor	Transmitter Operators	Studio Operators
1.	10,000 - 12,500	7,020	7,020	4,862	---
2.	12,000 - 18,000	10,000 - 12,000	---	---	---
3.	10,000	6,630 - 7,670	9,000	3,900 - 5,460	3,380 - 3,900
4.	10,000	5,720 - 8,840	5,720 - 8,840	4,680 - 7,800	4,680 - 7,800
5.	9,600	6,600	6,300	6,000	---
6.	9,800	---	---	4,680 - 8,970	4,680 - 8,970
7.	---	---	---	5,000	4,000
8.	10,500	---	---	5,482 - 8,415	---
9.	---	6,637	7,410	6,386	6,386 - 7,140
10.	7,910 - 10,000	6,460	5,420 - 6,300	3.00 hr.	5,360
11.	10,800	---	6,300	---	5,280 - 6,220
12.	9,000	---	---	7,350	6,500
13.	8,400	---	6,000	---	4,000 - 5,250
14.	8,320 - 9,349	---	---	5,916 - 6,916	4,210 - 4,440
15.	8,160	6,900	---	---	4,800 - 6,300
16.	9,600	4,100	4,500	4,100	3,900 - 4,100
17.	6,480	---	---	4,176 - 4,980	4,176 - 4,980
18.	7,600	---	---	5,400	---
19.	6,420 - 8,400	---	---	4,836 - 6,420	3.00 hr.
20.	8,280	4,140	6,528	3,600	3,600 - 4,020
21.	5,904 - 7,536	4,860 - 6,204	4,860 - 6,204	3,996 - 5,900	3,996 - 5,900
22.	7,500 - 9,000	5,500 - 7,000	2.00 hr.	2.45 - 2.82 hr.	---
23.	6,300	---	3,600	---	---
24.	9,700	6,400 - 7,980	6,480 - 7,980	5,400 - 6,360	5,400 - 6,360
25.	7,800	7,200	---	4,800 - 6,000	4,200 - 5,400
26.	6,000	---	---	4,000 - 5,000	---
27.	7,200 - 11,000	5,400 - 8,400	5,400 - 8,400	4,386 - 5,640	4,386 - 5,640
28.	8,000 - 9,000	---	5,500 - 6,500	3.00 hr.	1.50 hr.
29.	7,000 - 10,000	4,800 - 6,000	4,800 - 6,000	4,200 - 5,280	4,200 - 5,280
30.	9,500	6,500	5,000	6,500	4,000
31.	7,000	5,000	5,500	4,200	4,000
32.	7,800	6,000	---	---	---
33.	6,350	6,200	6,000 - 6,200	---	---

Station (see P. 1 for code)	Staging & Graphics	Other Production	Other Technical	Other Personnel
1.	4,680	4,240 - 4,680	4,680 - 6,500	---
2.	5,200 - 8,000	---	---	---
3.	---	---	---	---
4.	6,000	4,200	---	3,600 - 5,000
5.	25. to 400. mo.	---	3,600	---
6.	---	---	---	---
7.	4,420 - 7,462	4,420 - 7,462	---	2,800 - 6,000
8.	---	---	---	5,200
9.	4,420	---	5,286 - 6,890	4,150 - 5,417
10.	5,040 - 8,900	---	3.00 hr.	---
11.	5,880	---	1.25 hr.	---
12.	6,500	---	---	4,500
13.	4,800 - 7,200	---	7,500	3,300
14.	5,910 - 6,916	2,920 - 3,150	---	3,600 - 4,000
15.	8,400	4,800	3,800	3,600
16.	5,200	4,500	---	---
17.	---	---	---	3,000 - 4,000
18.	5,300	---	---	2,600
19.	4,440 - 5,940	3,600	---	2,592 - 4,440
20.	5,180	---	---	2,400 - 3,300
21.	2,712 - 3,456	---	---	---
22.	1. - 1.50 hr.	---	---	2,400 - 3,600
23.	---	---	---	3,200
24.	---	---	4,747 - 5,700	---
25.	---	---	---	4,500 - 5,400
26.	---	---	---	3,000 - 3,600
##.				
27.	---	---	---	3,600 - 6,600
28.	4,200 - 6,500	---	1.50 hr.	2,500 - 3,500
29.	4,560 - 5,680	---	4,200 - 5,280	2,520 - 3,540
30.	1. - 1.50 hr.	---	5,000	2,000 - 2,600
31/	6,000	---	6,000	2,400 - 3,700
32.	---	---	---	3,024
33.	5,460	---	---	3,000

November, 1960

Labor Contracts and Wage Survey of ETV Stations

Reply Date _____

Station _____

Location _____

1. Does your station have a written labor agreement(s) with any union(s) _____(yes or no)

   (a) Which union(s) _____

2. If yes, can you provide copy of contract(s) for confidential distribution to managers of ETV stations _____(yes or no). If yes please attach to questionnaire.

3. If you have contracts but are unable to provide copy can you report following:

   (a) Unions and class of employees covered _____

   _____

   (b) Date of first contract _____. Termination present agreements _____

   (c) Wage rates provided in present agreements _____

   _____

   _____

   (d) Other important or unusual conditions of agreements _____

   _____

   _____

   (e) How do your agreements compare (wages, conditions) with those of the commercial stations in your market _____

   _____

   _____

4. If your station is not covered by written agreement, do you pay same scale and observe same conditions as commercial stations in your market _____(yes or no).

   (a) If not same scale and conditions is there some close or fixed relationship with commercial stations _____(yes or no). Please explain _____

   _____

5. If your station has no labor agreements, can you supply information about rates of pay for the following positions: (Please supply either a single figure as the rate paid one individual or the average of rates presently being paid all occupants of a job class,

or indicate the grade range established for each job.)

Program Director _____

Production Manager _____

Producers/Directors _____

Announcers _____

Cameramen _____

Staging and Graphics _____

Other production personnel _____

_____

Chief Engineer _____

Transmitter supervising engineer _____

Transmitter operators _____

Studio supervising engineer _____

Studio operators _____

Other technical personnel _____

Clerical and other personnel _____

_____

_____

6. Can you permit your station to be identified in reporting the information to the other station managers _____(yes or no).

7. Information submitted by _____(name and title)

Please return 1 copy of contracts and questionnaire to:

Loren B. Stone, Chairman
NAEB Television Board
KCTS-TV
University of Washington
Seattle 5, Washington

CHANNEL

STUDIOS—UNIVERSITY OF WASHINGTON

TRANSMITTER—EDISON TECHNICAL SCHOOL

KCTS-TV

SEATTLE 5, WASHINGTON

Letters from Bill

Feb. 11, 1961

Dear Bill:

I've been out of town a couple of days & came by the office today (Saturday) and found your wire about appearing before Maggie's committee.

While neither date is entirely convenient, the 2nd is the more so. I have made reservations to fly to Washington on the First, can appear on the Second, and will return here on the third. I'll make hotel reservations when I am there next week.

You'll probably get this letter as fast as a wire, so thought I would write, instead.

On my trip next week I'm coming in on Tuesday, will be at the Dupont Plaza Tuesday night. Id like to spend some time with you Wed. -- also go over to the hill to see Magnuson and Carl Downing. I'll call you during the early part of Wed. morning. If you'd like to go with me to see both Carl and Magnuson, I'd be happy to have you do so. If you are tied up, leave word at the hotel when you'll be free and I'll wander over to the hill and catch you later.

Best regards,

Loren

February 10, 1961

Mr. Carl H. Menzer, Station Director
WSUI and KSUI,
State University of Iowa,
Iowa City, Iowa.

Dear Carl:

As you say, we've made a start towards a new basis of mutual understanding of NAEB and NETRC functions but, despite good intentions on both sides, such efforts have failed before. However, I have some reason to believe that we've got rid of some of the emotional underbrush and are right down to the bedrock of realistic agreement now.

With reference to your question about the paragraph on station activation, I think the key word in the paragraph is the initial one: "primary". We have tried to divide functions, in general, into network activities and trade association activities. Hence, the major role in activating stations and interconnecting them has been given to the Center. However, NAEB, as a trade and professional association interested in all aspects of the educational broadcasting will, naturally, continue to do planning, exploration, and research in all areas that will advance the good of the movement.

It would seem to me that the live network committee and the engineering committees of NAEB will continue to operate as they have before, but now there will be a good deal more coordination with the Center's activities. If things work out the way we hope, the staff work of Cy Braun and Dave Stewart will now become equally available to NAEB. Cy's work, for example, in allocations is a already being made available to Vern Bronson and Oscar Reed in their spectrum survey. Jansky and Bailey, NAEB's Engineering Consultants, are going to be employed by the Center to do some further investigating of the kinds of preliminary planning done by the live network committee of NAEB, etc..

In effect, the paragraph to which you refer means that the Center is going to take over the responsibility in providing the sort of staff service to stations formerly provided by JCET. We have neither the money or staff to carry on this kind of day to day service function. If we did, I would have long ago moved in to take over JCET operation. This present arrangement is really an acceptance

of the hard realities of life. The Center had the money and were willing to move in and pick up the slack; we weren't in a position to take advantage of the opportunity. However, the fact that the Center is going to do this sort of nuts and bolts function in no way precludes the NAEB committees from continuing their role of providing planning for and stimulation of new developments in engineering phases of educational broadcasting.

Cordially yours,

W. G. Harley
President

WGH:jph

RADIO BROADCASTING STATIONS
WSUI AND KSUI (FM)

STATE UNIVERSITY OF IOWA
IOWA CITY

January 27, 1961

Mr. Wm. G. Harley
President, NAEB
1346 Connecticut Ave., N.W.
Washington 6
D.C.

Dear Bill:

This refers to your communication of January 24 directed to NAEB Board Members regarding NAEB-JCET-NETRC relations.

Congratulations on a start toward a mutual understanding of NAEB and NETRC functions. I think we've needed this for a good long time.

One thing disturbs me: Page 2, next to the last paragraph,

> 3. Station Activation
> Primary responsibility for activation of additional educational stations, methods of interconnection thereof, and new patterns of program distribution will rest with the Center.

Does this mean that NAEB will not concern itself with the activation of new educational stations, either radio or TV, or with such things as networks, for either radio or TV, involving such things as wire line, FM or microwave relay? I think these things could be extremely important, NAEB has done considerable pioneering, and I'd hate to see it given up.

Sincerely,

Carl

Carl H. Menzer
Director

CM:hm

TO: Board of Directors; Marks; Hill;

FROM: W. G. Harley

RE: Board Meeting

DATE: February 9, 1961

March 13 - 15 the NETRC is holding a meeting of the managers and program directors of its affiliated stations in Milwaukee.

On the evening of March 14 a special banquet is being held to honor the officials of the FAE: Scotty Fletcher, Bill Griffith, and Ann Spinney. NETRC has invited NAEB to co-sponsor the banquet and thus provide us with an opportunity to participate in a recognition of the outstanding work these people have done in the interests of educational broadcasting. I have asked Dick Hull, as Chairman of the Board and long time associate of Scotty (starting with the formation of the JCET), to speak in our behalf. Appropriate NAEB plaques are being prepared for presentation on this occasion.

Because the TV members of the Board will be on hand anyway (at Center expense), this occasion provides an opportunity for assembling the entire Board and taking up some matters that need reporting or policy decision.

Prominent in this list will be ratification as a constituent member of the setup of the newly constituted JCEB, consideration of a "letter of agreement" on NAEB-NETRC relationships and roles, and discussion of the policy of NAEB re involvement in local channel contests and the role of its general counsel. Because Leonard Marks will be abroad on an assignment for the State Department at this time, Marcus Cohn will be present to represent the firm.

SCHEDULE

March 14	5:30 pm	Cocktails and Dinner Wisconsin Club, 900 W. Wisconsin Avenue
March 15	9:00 am	NAEB Board Meeting Conference Room-Milwaukee Vocational School

The Center has a block of rooms set aside at the Schroeder Hotel. Board members not attending as Center Affiliates should make their own reservations using the enclosed card. Please advise me whether or not you plan to attend the Board meeting.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE REGIONAL DIRECTOR

Alabama Educational TV Commission
807 Protective Life Building
Birmingham, Alabama

February 9,1961

Mr. William G. Harley
President
NAEB
1346 Connecticut Avenue, N. W.
Washington 6, D. C.

Dear Bill:

Last year the NAEB paid my expenses to the meeting of the NAEB Board in Columbus. Skornia's attitude at that time was that the association could pay for one Board meeting a year and the individual would have to assume the responsibility for the second meeting. My inquiry is to know if this policy still remains and that my expenses to the Columbus meeting would be underwritten by the NAEB. It is necessary that I understand this arrangement immediately in order to make the proper arrangements to be away from my work.

Thank you for your attention in this matter.

Sincerely yours,

Raymond D. Hurlbert
Director, Region II

RDH/ml

February 8, 1961

Dr. Harry J. Skornia,
School of Communicatfons,
Gregory Hall,
University of Illinois,
Urbana, Illinois.

Dear Harry:

I want to take up with you a number of things that have accumulated and can't wait until your delayed arrival here.

One, how do you feel about the possibility of substituting Tony Partridge, of the CBC, for one of the previously nominated members of the International Relations Committee? Tony has had lengthy conversations with Cam expressing his great interest in our heightened activity in the international area and I talked with him in my office and later on the phone about this. He is diffident about pushing himself but integrates a very earnest interest of this kind of activity and willingness to participate if we should want him. Evidently he has worked in broadcasting in several foreign countries and he is as dedicated to the use of broadcasting media in foreign countries for general enlightenment as any of us.

He has also indicated the likelihood that CBC would be willing to take out a network membership in NAEB and will check this out with Gene Holman within the next couple of days. If CBC was a member of NAEB there would, of course, be no question about the propriety of one of its officers accepting a committee appointment. If this did not come to pass, however, it would seem O.K. to me that he take out an individual membership and accept an appointment upon a personal basis. What are your thoughts on this?

Two, apparently as a result of some of Cam's representations, we have been invited by the International Telecommunications Union to participate in the International Television Symposium to be held as a part of the First World Television Festival in Montreux, Switzerland, May 17-21. The arrangements in the United States are being coordinated by Florence Dowling, whom I'm sure you know. She has asked that we give some thought to organizing the Symposium on Educational Television and give them the benefit of our thinking about this. I include copies of all the correspondence so you know as much about it as I do. I would think, however, we would want to suggest something other than just presentation of papers. Perhaps we would want to consider putting together a half-hour documentary film on ETV as it is operating in the United States, utilizing

excerpts from a variety of kinds of educational program fare around the country. I believe Florence has already agreed to accept requests from RCA and some other electronic manufacturer to present technical papers. RCA will have a color-video machine on hand, which would be available to us for presentation on video-tape.

Anyway, would you give some thought to what you consider might be appropriate for this session and you may wish to refer this to your committee or to the TV Planning Committee as something on which they could make a contribution.

In case you are wondering - no, we don't have any assured funds for anyone to go to Switzerland, but Lennie said we should be all means accept and we would worry about getting the money later on.

Three, if portions of the President's column in the current NAEB Newsletter sound familiar, it's no wonder - since I stole some of your phrasing on the memorandum you've prepared for the Washington Academy proposal. I don't know how this entente cordiale with the Center is going to work out, but frankly, in the face of current realities it not only makes sense but is in our own self-interest. My principle force of hope and faith lies in Jim Robertson, who is a former student of mine and one-time friend, he is more to be trusted than some others. And as a new Vice-President he not only has some power of his own but remains close to the throne room. However, ...

Four, I have a lot more things to take up with you but they can wait until you show in Washington. We look forward to your visit and will try and arrange to have that white stuff no higher than your shoe tops by then. I will be in East Lansing on 2 and 3rd but will return Saturday afternoon 4th, and can probably see you that evening or Sunday morning.

Cordially yours,

William G. Harley
President

WGH:jph

Feb 6, 1961

Bill Harley:

Have had several notes from people in the State Department, as well as USIA and UNESCO ...who heard I'd be in town March 1-4 I have told Chet Opal...on some overlapping State-USIA-White House high level thing, with whom I spent time in Vienna (and who did a novel on our years there..MEN OF CAREER by John Loraine)...that I'd see him and some of the old gang March 3...if convenient. If he's tied up then, I'll try to make it March 2.

I'm going to try to get together with Lillian Brown March 2....subject to this possible conflict....since I never did, as I should have, at San Francisco...and said I would.

This being the case, How about NAEB business and social contacts the night of March 1, since I'm scheduled to arrive on Capital #14 at 5:13 PM/ I also would be glad to spend Saturday morning on any NAEB business you want.... Am sending a couple of copies of this, in case you'd like to inform Vern or others...As you can see, it would be just as well not to expect me to try to do separate letters to all...

Do I understand you'll be out of town your self? I don't seem to have a firm reply to that, though Harold had that impression.

Thought I'd better get this set up. I am seeduled to leave Sat. at 2:10 so I'll be back home by midnight. On Monday, as you may recall, I'll be doing the Assn for Higher Edu.. stint asked for by Kerry Smith. Hence I think I should not delay return home until Sunday, as I had earlier planned..

Regards
Harry Sk

Reservations changed at Dupont

January 19

COLLEGE OF JOURNALISM AND COMMUNICATIONS

University of Illinois, Urbana

TO: Bill Harley

FROM: HARRY SKORNIA

RE: TRIP AND RESERVATIONS, WASHINGTON

Very Annoying! Just when we had reservations, dates of the UNESCO Committee meetings have had to be changed... Since this is so far in advance, I suggest that Air, Hotel and other reservations be held a bit, for I surely wouldn't want to cause you to change AGAIN.

As matters now stand, unless I let you know differently within a couple of weeks..The new dates (all hours for plane and hotels remain the same) are

ARRIVAL WASHINGTON MARCH 1
MEETINGS MARCH 2 and 3
Other conferences MARCH 4
Leave Washington March 5...Sunday.

Thanks for noting...Air, Hotel and other arrangements...are hereby changed accordingly.

H.

Doing This way so I can send to others.
Would you tell Checchis & others, please?

Bill—

Ok. I'll chair Intl Relations, with you + Cam on the spot it should be easy.

I'd welcome Zorthian... but don't know if he should be on — Don't know Waber at all. His letter hits a resonant note with me, though. My real choice would include Paulu, Dreyfus, Collins (if you have good reasons I wont object to Engar, Hurlbert, + Hunter, but don't really feel need of them). I'd like better maybe Waber, Schenkkan, possibly

Harwood (about due
of Research anyway)--
Hope this gives you
adequately my reaction.

Best regards
in haste,

H

CHANNEL 9
STUDIOS—UNIVERSITY OF WASHINGTON
TRANSMITTER—EDISON TECHNICAL SCHOOL
KCTS-TV
SEATTLE 5, WASHINGTON

Letter from Board

February 5, 1961

Bill Harley
NAEB
Washington, D. C.

Dear Bill:

I fully approve of your position as stated to Dick Burdick in the matter of Cohn & Marks and the NAEB.

Best regards,

Loren B. Stone

Letter from Bob

February 2, 1961

Mr. Robert E. Underwood, Jr.
Network Manager
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Bob:

Just a comment on your January 20 announcement concerning changes in network fees--this move was long overdue and I applaud it.

The network is worth the cost and then some.

Best wishes.

Sincerely,

R. Edwin Browne
Director

REB:ia

CC: Mr. Harold Hill
Mr. Bill Harley

TO: NAEB Board, Leonard Marks February 1, 1961

FROM: W. G. Harley

RE: Corrections and Addendum, Minutes of San Francisco Board Meeting, October 15, 1960

p. 14: change spelling to read John Cowles.

p. 3: add as a third paragraph under Wilmington, Delaware Case: Mr. Marks firmly feels that any educational institution has the right to apply for any channel at any time.

On December 21, John Schwarzwalder wrote that he was disturbed by the section of the minutes on the Wilmington situation and did not feel that they correctly reflect Mr. Marks' views on what was said.

Mr. Marks replied that he would not request the minutes be rewritten but would ask that his position (as stated above) be added as a part of the record.

Schwarzwalder replied that this answer was satisfactory but that the minutes still needed clarification.

On January 4, Richard Burdick wrote indicating what he termed inaccuracies in Mr. Marks reported comments on the Wilmington channel proceedings and categorically refuting statements quoted from the minutes.

I replied that the minutes were far from a literal record, were a capsule report reconstructed from a badly muddled stenographic transcript and that, because Mr. Marks was in Europe, they could not be checked with him for authenticity before they were distributed. I also indicated that if Dick wished to bring his information to the attention of the Board, arrangements could be made to do so.

On January 17 he wrote requesting that this be done and asking for an official statement from the NAEB with reference to its general counsel, Cohn & Marks, representing one of the commercial applicants in the Channel 12 proceedings.

My reply, together with the information contained in Dick's letters, is appended, as is a statement from Leonard Marks.

COPY COPY

W H Y Y

Educational Radio and Television

Richard S. Burdick
Managing Director

1622 Chestnut Street
Philadelphia 3, Pa.

January 4, 1961

William G. Harley, President
National Association of Educational Broadcasters
Suite 1119
DuPont Circle Office Building
1346 Connecticut Avenue, N. W.
Washington 6, D C.

Dear Bill:

In reviewing the minutes of the NAEB Board meeting held in San Francisco on October 15, 1960, I noted certain inaccuracies in the report by legal counsel, Leonard Marks. You will recall that I joined the meeting after Leonard Marks had made his report, so therefore I did not become acquainted with it until reading the minutes recently distributed.

The inaccuracies in the Leonard Marks report are of such significance and, I assume, will be of such concern to the NAEB Board members who are concerned with the representation by Cohn & Marks of a commercial applicant vs. an educational applicant in the hearing for a licensee to operate VHF Channel 12, Delaware that I want to take this opportunity to bring the corrections to your attention.

In paragraph one of his report, Mr. Marks states: "Educators in Philadelphia feel that since there is no interest on the part of educational interests in Delaware, including the University of Delaware, to obtain the station that this valuable VHF station should be assigned to Philadelphia, where it could better serve educational interests in that City."

There are two major inaccuracies in the above statement:

1) Philadelphia do <u>not</u> feel as stated by Mr. Marks. On the contrary, they are greatly encouraged by the strength and volume of the support of the educational interests in Delaware in respect to the WHYY, Inc. application for Channel 12. It is unfortunate that the Leonard Marks statement gives the impression that Delaware educational interests are not interested in seeing the station operated as an educational service, merely because they are not themselves financially prepared to assume the full burden of licensees, when in fact they have wholeheartedly endorsed the idea of the channel to be operated for education on the premise that the operational responsibility will be assumed by WHYY, Inc.

2) It is not and has never been the intent of WHYY, Inc. to have VHF Channel 12 assigned to Philadelphia; indeed, the FCC channel allocations preclude such a reassignment. We recognize and honor the proprietary right of Delaware to retain the channel within its own state boundaries and have no intentions of trying to hijack it. Delaware educational, cultural and civic interests have endorsed our proposal to operate the channel for the service of the entire tri-state area, with a studio to be located in

Wilmington, Delaware and with separate staff and program responsibilities, in accordance with a written agreement between WHYY and the Delaware Educational Television Association. The WHYY By-Laws were changed for the purpose of providing for six additional members, three from Delaware and three from New Jersey. Two of these new members, interestingly enough, are public school superintendents, and one is both a faculty member of the University of Delaware and President of the Delaware Educational Television Association.

In order to cut to the very heart of the interest of Delaware educators in seeing Channel 12 assigned to education, I direct your attention to the list attached hereto of educational and other organizations and agencies in that State who exclusively endorse the WHYY application. In reading this list, it is important to bear in mind the factor of exclusivity in the instant proceeding. An exhibit has been prepared for each organization, setting forth a detailed account of our discussions with them in connection with program planning and including a program planning format sheet authenticating the respective program. In addition -- and this in the thrust that I hope will strike home in the conscience of you and my fellow board members -- each such exhibit is accompanied by a notarized affidavit signed by the chief executive officer of each organization, specifically endorsing the WHYY, Inc. application to the exclusion of all others.

Leonard Marks states in paragraph two of his report upon the Wilmington, Delaware, case that he believes the station should remain in Delaware; and, further that he will be "glad to withdraw from any case inimical to the best interests of educational broadcasting but that in this situation no conflict of interest is involved since this is a commercial channel, not one reserved for educational use."

In view of the facts set forth above, I leave the conclusions in this matter to your own intelligence and good judgement. The opportunity here for educational broadcasting to serve one of the most important population centers in the country, rich in educational, cultural and public affairs resources, is one to invigorate the imagination and determination of every person in our profession. It certainly provides a unique and dramatic opportunity for the National Association of Educational Broadcasters to stand up and be counted.

Sincerely yours,

/s/ Dick

Richard S. Burdick

Encl...1

DELAWARE EDUCATIONAL, CULTURAL AND CIVIC ORGANIZATIONS (who have participated in discussions of programs to be presented on Channel 12 should the license be awarded to WHYY-TV; and who have pledged, in affidavit form, their exclusive support of the WHYY application).

1. The Henry Francis duPont Winterhur Museum
2. Wilmington Society of the Fine Arts at the Delaware Art Center
3. Federation of Delaware Teachers
4. American Association of University Women, Delaware Division
5. Office of Recreation, Promotion and Service, Inc.
6. Alexis I. duPont Special School District
7. Council of Civis Organizations of Brandywine Hundred
8. Wilmington Drama League, Inc.
9. Delaware Dramatic Association
10. Delaware League of Women Voters
11. The Brandywine Valley Association
12. Wilmington Junior Chamber of Commerce
13. Wilmington Symphony Orchestra
14. Catholic Diocese of Wilmington and Salesianum School
15. The Junior League of Wilmington
16. Longwood Gardens
17. Wilmington Institute Free Library and New Castle County Free Library
18. The Hagley Museum
19. YMCA of Wilmington and New Castle County
20. Del-Mar-Va Council, Boy Scouts of America
21. Delaware Federation of Garden Clubs
22. Mt. Pleasant School District
23. Council of Churches of Wilmington and New Castle County and the Delaware State Council of Churches
24. Rose Hill-Minquadale School District
25. Department of Classroom Teachers, D. S. E. A.
26. Delaware Congress of Parents and Teachers
27. Delaware State Federation of Business and Professional Women's Clubs, Inc.
28. People Settlement Association
29. The Archeological Society of Delaware
30. Newark Special School District
31. Cooperating Delaware Newsmen for "Delaware Today"
33. American Society for Metals
34. National Conference of Christians and Jews
35. Rabbinical Association of Delaware
36. The Delaware Farm Bureau
37. The Delaware State Grange
38. The Mental Health Association of Delaware
39. The Delaware State Education Association
40. Mt. Cuba Astronomical Observatory, Inc.
41. Wilmington School of Music
42. Delaware State Board of Public Instruction
43. Dover Special School District, Dover, Delaware

COPY W H Y Y COPY

Educational Radio and Television

Richard S. Burdick
Managing Director

1622 Chestnut Street
Philadelphia 3, Pa.

January 18, 1961

Mr. William G. Harley
President
National Association of Educational Broadcasters
1346 Connecticut Ave., N. W.
Washington, D. C.

Dear Bill:

I am enclosing for your information a reprint from the Philadelphia Inquirer in respect to a request by the Governor of Delaware to the General Assembly for a joint resolution to support the educational application for Channel 12. In my letter to you of January 4, 1961 I listed the significant number of educational, cultural, and public service organizations who are exclusively endorsing the WHYY, Inc. application. I would appreciate it if you would include the information in respect to Governor Carvel's request in the memorandum which I asked that you distribute to members of the Board. The position of the Governor, stated so forcefully in his inaugural acceptance speech, dramatically underscores the states official attitude concerning the award of this channel.

In the background of the support of the educational applicant are the commercial applicants, militantly seeking to defeat the edcuational broadcasters in establishing a greatly needed, greatly wanted, unique and dynamic service to upwards of six million adults and children, so that an independent local commercial operation may be instituted in an area already adequately served by the three major networks. The attitude of the NAEB in this matter is at least ambivalent by implication, in view of the fact that the firm of its general counsel is representing one of the commercial applicants. The significance of this is readily apparent when you contemplate the traditionally expected graciousness of a congratulation to the attorney for a victor in a license application proceeding. If the Rollins Broadcasting Company were to be the victor in the present instance, and if the announcement of the decision were to be made on the day of an NAEB Board meeting, would we all merrily thwack Leonard Marks on the back and drink a toast to the hard sell and soft soap?

Cordially,

/s/ Dick

Richard S. Burdick
Enc.; CC: Mr. Richard R. Hull

EXCERPT FROM PHILADELPHIA INQUIRER, JANUARY 18, 1961

Dover, Del. Jan. 17

Gov. Elbert Carvel took his oath of office Tuesday, promising a closely knit and cohesive State Government that would use scientific advances in pushing for State progress and expansion of services.

He asked the General Assembly to enact a joint resolution requesting television Channel 12 to be allocated to Delaware for a Delaware-based educational television station.

This resolution was hailed by William Goldman, chairman of the board of Philadelphia's educational station, WHHY-TV, as a giant step forward in its efforts to obtain use of Channel 12 for expansion of its school courses to the States of Delaware, New Jersey and Pennsylvania from an operating base in Delaware.

The station now telecasts its educational programs over Channel 35, an ultra-high frequency band which can be tuned in by conventional television sets only through installation of converters.

Commercial interests, seeking control of Channel 12, have opposed allocation of the channel to WHYY-TV but Goldman said that Gov. Carvel was a stanch supporter of WHYY-TV's efforts.

COPY

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Mr. Richard S. Burdick
WHYY, Inc.
1622 Chestnut Street
Philadelphia 3, Pennsylvania

January 30, 1961

Dear Dick:

A memorandum of Corrections and Addenda to the Board Meeting Minutes, October 1, 1960 will shortly be distributed to all the directors. In accordance with your request it will contain the contents of your letter of January 4, plus the information on Governor Carvel's request to the legislature for enactment of a joint resolution requesting Channel 12 to be allocated to Delaware for a Delaware-based educational television station.

You have also requested a reply to your question about NAEB's position in this matter in view of the participation of the firm of its general counsel in the proceeding representing a commercial applicant. I am happy to comply with your request.

1. A major purpose of the NAEB is to promote the development and greater utilization of radio and television in the service of education and the public welfare. To this end it has constantly sought on the national level to improve the opportunities for educational broadcasting and to acquire for education the facilities which it needs. It is to maximize use of these instruments in education's service. NAEB, you recall, led the fight for reservation of FM radio frequencies for education and took the initiative in organizing the JCET, which conducted the successful fight for the reserved channel allocations in television.

2. In the Sixth Report and Order certain frequencies were reserved for non-commercial use -- an outcome the NAEB fought long and hard to bring about. Accordingly, these specific channels were set aside exclusively for education and commercial applicants denied their use. In the instant proceeding, however, an educational agency is seeking a channel, in effect, assigned for commercial use; hence, the position of NAEB's counsel in independently representing a commercial applicant for a commercial channel is not inconsistent.

If the proceeding involved an attempt by commercial interests to acquire an educational channel or if it involved attempts to delete a channel reserved for education, the participation in the proceedings of our counsel would clearly be in conflict and our counsel would withdraw from the case.

3. By agreement with the JCET, NAEB has never participated in proceedings involving individual applications but has confined its FCC activities to representing the educational broadcasters on matters of broad industry-wide concern

and in developing positions on national issues affecting educational broadcasting. Hence it has not, as an association, involved itself in the Channel 12 proceeding in Wilmington or in any other local situation.

4. If WHYY, Inc. should again apply for Channel 12 to be assigned as educational and seek to have this done through a rule making proceeding on the allocations table as regards unreserved channels, the NAEB would consider this as a matter of general concern appropriate to our role as a national association, and accordingly, would go all out to support such a petition.

Let me emphasize that the NAEB wants to do all in its power to foster the growth and development of ETV as a national movement and, accordingly, is fully in sympathy with the needs of the Philadelphia-Delaware area for adequate ETV service and its efforts to obtain the necessary facilities to bring this about.

Sincerely yours,

/s/ Bill

William G. Harley

The above letter was written on the basis of present policy. The Board may wish to consider altering the policy of no local intervention in view of the undoubted fact that as state and regional networks develop there will be increasing occasions in which educators will be obliged to compete for "commercial" channels. At present, at least, the FCC is inclined to deny requests for converting unassigned channels to reserved status and require education to seek such channels in comparative consideration.

I personally question the wisdom of a national association (NAEB or NAB, for that matter) intervening in cases of local concern. Our appropriate FCC role, it seems to me, and the one we have outlined in connection with the JCET-NAEB-NETRC Washington axis, is to represent the educational broadcasting industry, not individual stations, (stations collectively not individually) on matters of general concern and interest. Accordingly NAEB would represent education's interests in matters of allocations policy: preparation of arguments in response to FCC proposals, development of briefs covering special needs of education in the spectrum, initiation of proceedings benefitting the long range interests of education in the electronics spectrum, and in general, directing appearances in behalf of education in all matters broadly affecting the broadcasting field relating to allocations, reservations and regulations.

Unless the Board chooses to alter this policy, I intend to proceed along these lines.

Because our survey of spectrum space already indicates that the reserved frequencies will be insufficient for education's needs, I have asked Leonard Marks for a statement regarding his position as general counsel for NAEB in relation to future situations that may arise in which educational interests are opposed to commercial applicants in open competition.

COPY

COPY

COHN AND MARKS
Cafritz Building
Washington 6, D. C.

January 31, 1961

Mr. William G. Harley
National Association of Educational Broadcasters
1346 Connecticut Avenue, N. W.
Washington, D. C.

Dear Bill:

You have asked me for a statement of our position with respect to any conflict that might arise by virtue of our representation of individual applicants for unreserved television channels and our representation of the NAEB.

I have previously explained that we are anxious to assist the NAEB and individual educational institutions in securing an assignment of channels and construction permits where such is possible. At the same time, we, of course, represent existing radio and television stations throughout the United States. Although no conflict has arisen in the past, if a conflict should arise in the future we would, of course, either withdraw as counsel for the commercial station or recommend that NAEB employ special counsel.

In addition to this general statement, I would like to point out the following specific situations which ordinarily arise and state our position with respect to such:

1. Where a channel is reserved for educational use, we will not represent any applicant seeking to remove the reservation.

2. Where a channel is allocated for commercial use, we will feel free to represent any commercial applicant or educational institution which desires to apply for it.

3. If an educational institution desires to petition the FCC to change a commercial channel into a reserved channel, we will be free to represent such educational institution for this purpose.

The above covers all the general situations which may arise. If any of the members of the Board of Directors have specific questions, I'll be glad to amplify this statement.

Sincerely,

/s/ Leonard

Leonard H. Marks

NOTES:

Although red tape has presented our making a public announcement, NAEB signed a USOE contract in mid-December for $56,000 to conduct the space spectrum survey of ETV.

The Sudan contract, submitted almost four months ago, is to be signed this week.

Overhead in combined contracts will bring us somewhat more than $35,000. Prospects are very good for a radio production contract that should yield $15,000.

Magnuson bill hearing set for March 1 - 2.

The newly appointed Assistant Secretary for HEW is Ivan Nestingen, currently mayor of Madison, Wis., and friend of M. S. Novick and yours truly.

New Commissioner of Education, Sterling M. McMurrin, Vice President of U. of Utah, has been strong champion of Engar's ETV set-up.

CHANNEL 9
STUDIOS—UNIVERSITY OF WASHINGTON
TRANSMITTER—EDISON TECHNICAL SCHOOL
KCTS-TV
SEATTLE 5, WASHINGTON

Letter from Brd.

January 31, 1961

Bill Harley
NAEB
Washington, D. C.

Dear Bill:

I have studied the two drafts of Jim Robertson's of January 21, and they seem to be so much better than the previous draft, I can see nothing wrong there now.

I am quite delighted with the apparent willingness to work together, rather than "divide" up the areas of responsibility and "grab" what needs to be held for purposed of establishing "prestige" or "security".

I had a very nice letter from Jim, telling me of the progress that is being made. He was most complimentary about the way you were working on this, and pleased that he and you were in such general agreement. He said that Jack was coming along fine -- he says "Jack's attitude is improving daily".

It is a real satisfaction to see things developing in this way, Bill and I hope the February 2 meeting goes along in the same vein.

I'm enclosing a copy of my reply to Him's recent letter.

Best regards,

Loren B. Stone

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF THE REGIONAL DIRECTOR

Chairman -- TV Board

Seattle, Washington
January 25, 1961

William Harley, Pres.
NAEB
Washington, D. C.

Dear Bill:

As a matter of reporting on the progress of the wage survey of educational television stations -- the survey is progressing, altho somewhat bogged down in the slowness of returns from stations.

I sent the enclosed letter Monday to 17 stations not yet yeard from.

I'll report when the returns are in.

Best regards,

Loren B. Stone

MEMORIAL CENTER, PURDUE UNIVERSITY, LAFAYETTE, INDIANA

Lafayette 92-2961

THE MIDWEST PROGRAM ON AIRBORNE TELEVISION INSTRUCTION

OFFICES ALSO IN NEW YORK AND CHICAGO

January 25, 1961

Mr. William G. Harley
National Association of
Educational Broadcasters
Suite 1119 - DuPont Circle Office Bldg.
1346 Connecticut Avenue, N.W.
Washington 6, D. C.

note for our address file

Dear Bill:

Thanks very much for your wonderful help with the NDEA group during our recent Washington visit. I am certain your presence was felt and that you made a very real contribution.

Formal congratulations on the excellent way the office appears to be organized and functioning. This certainly is a far cry from the old NAEB but it is much closer to what we have always wanted and I am sure more than most of us have dared hope for. Keep up the good work!

Sincerely,

James S. Miles
Director
Program Service and
Distribution Division

JSM:cb

TO: Board of Directors January 23, 1961

FROM: W. G. Harley

RE: NAEB-JCET-NETRC

On January 9, the Executive Committee (Hull, Miles, Stone, Harley) met in New York with Jack White and James Robertson to discuss (1) a new start toward basic understanding and cooperation with the Center and NAEB and (2) specifics of a joint plan for reallocation of JCET Services.

The JCET situation, briefly stated, is that it was unable to raise the money for its ong-range financing hence will be out of funds for staff operation at the end of the month. The JCET Board on January 3 voted to prepare plans for a modified JCET on the Council would continue as a policy-determining group representing the ducational community in matters relating to ETV and the staff function - legal, engineering, informational services - would be assumed cooperatively by NAEB and NETRC, with the product of this work made available to the Council as the basis for its policy formulation. The presidents of these organizations were asked to bring in a joint plan for a cooperative reallocation of the JCET service functions.

White also announced at the January 3 meeting that the Center was opening a Washington office and would employ David Stewart and Cy Braum of the JCET staff. He explained that the Center needed an engineer for the Network and a staff in Washington to advise the Center on positions it should take on national issues.

Although the meeting on January 9 was primarily concerned with the Washington situation, it was used as the basis for a fresh approach to NAEB-Center cooperation. It was agreed that

despite past differences, individual feelings, historical antagonisms, etc., we should, for the good of educational broadcasting try and work together cooperatively (as "us" rather than "we" and "they") within the general framework of a network and trade association. As some of the earnests of this cooperative approach the Center has offered to:

1. Invited the NAEB President to become an ex-officio member of the Affiliates Committee and attend all meetings of the Committee and general meetings of Affiliates.

2. Invite NAEB Board to attend Affiliates Managers-Program Directors meeting, Milwaukee,March 13-14 and to co-host a dinner honoring FAE President Scott Fletcher,

3. To take out network membership in NAEB (fee probably $1,500) and, possibly, for all members of their professional staff to take out individual memberships in NAEB.

4. To entertain proposals for underwriting certain training proejcts to be conduc ted by NAEB.

5. Consider possibility of making all BFA offerings part of NAEB Network package.

6. Invite NAEB President to attend meeting of the Center Boards Legislative Committee, Washington, February 15.

In turn, NAEB offered to:

1. Invite the Center to participate in planning 3rd Alletton House Seminar on the role of NAEB and consider advisability or it the role of NAEB-NETRC, i.e., functions and relationships of educational broadcasting's two operating agencies.

2. Consider the long-range possibility of shifting the radio network function to the Center. (No commitment was made; merely agreement that if it was to be done it must be [illegible]

years.)

With reference to the Washington situation, it was agreed that our respective but mutually supporting roles would be developed along these lines:

1. Liason with Government

NAEB, as the trade and professional association of educational broadcasting, has responsibility for broad representation, including stations, closed circuit installations, production agencies, organizations interested in development of educational broadcasting, and individuals working in the field; therefore, NAEB,will have primary responsibility

a. Liason with legislative bodies

b. Liason with administrative and regulatory bodies on industry-wide questions.

NAEB is expected to work closely in these matters with NETRC Washington staff together with interest and influence of Center officers, board members, and affiliates.

2. Stimulation of Interest and Use of Broadcasting Media by Educational Agencies

NAEB to assume primary responsibility thru its professional activities, publications, research, library and reports, and activities of members.

Center will support with services to stations on or about to come on and thru activities in # 3.

3. Station Activation

Primary responsibility for activiation of additional education stations, methods of interconnection thereof, and

new patterns of program distribution will rest with the Center.

4. Development of non-broadcast uses of radio-TV in education.

NAEB will assume responsibility for all services (except programs) for closed circuit uses; will maintain liason with other organizations involved in audio-visual developments and keep educational broadcasting informed of important developments in related fields.

5. Information Services

NAEB will be responsible for: collection and publication of research, establish a national clearing house and referral center for inquiries re radio-TV education; and publish a Washington Report, FACTSHEET (similar to old JCET one), and its regular Newsletter and Journal, and a directory of educational radio stations.

Center will publish: directory of ETV stations (formerly issued by JCET), it's regular NET News, Inside Channels, and NET Annual Reports,and special reports on matters concerning NET-station relations.

(The following matters are not JCET related but concern long-range relationships of NAEB-NETRC.)

6. International Educational Broadcasting

NAEB will have primary responsibility for international excahnge of sonsultants and scholars, visits, or missions by educational broadcasters, and all international affairs not directly related to program planning, production, or distribution.

NETRC will have primary responsibility for international program related activities.

7. Supporting Services

NAEB has primary responsibility for entire area of professional services including:

Placement, In-service training, Internships, Management training, fellowships, labor management consultation, international fellowships, liason with teacher training institutions and teachers of radio-TV, and general development of educational broadcasting profession.

NETRC will limit workshops to those related to specific network operations with enrollment only for staff members of NET stations.

File: Bd of Directors
Correspondence

Shortly we will conduct an election by mail for the chairman of the NAEB Board, followed by an election of chairman for each of the four divisional boards. When this is accomplished the chairman of your division will communicate with you about an organizational meeting of your division's directors.

January 17, 1961

appropriate Body

Mr. Ken Kager
Operations Manager
KUOW
University of Washington
Seattle, Washington

and thus also to the Board of Directors of NAEB.

Dear Ken:

I am happy to congratulate and thus officially inform you of your election to the Board of Directors of NAEB. I am certain that you will make a valuable contribution in ~~this~~ both capacities and it is a real pleasure to welcome you.

The NAEB Board normally meets twice a year in conjunction with our fall convention and the IERT in the spring. Consequently, the first meeting you will attend will be ~~April 28~~ May 25 at the ~~Deshler-Hilton Hotel~~ Plaza Hotel, Columbus.

In the meantime, you will be receiving periodic memoranda to keep you in touch with Association developments, ~~and I have asked Harold Hill to send you, as a new member of the board, a batch of materials to give you background information.~~

I look forward to working with you, Ken, and trust that you will find your Board service an interesting and rewarding experience.

Again, congratulations and good wishes!

Sincerely yours,

William G. Harley

WGH:mem

cc: ~~Mr. Richard Hull~~
~~Mr. Harold Hill~~

January 16, 1961

Dr. Harry J. Skornia
1015 West Church Street
Champaign, Illinois

Dear Harry:

Yes, indeed, we'll be happy to get you a room, cover your expenses for the additional days you are here, and welcome you back to Washington.

Unfortunately, it appears unlikely that I'll be able to be here during much of your stay as I'm scheduled to give a speech in Salt Lake City the morning of the 23rd and afternoon of the 24th. However, I ought to be back by Saturday evening, the 25th.

In the meantime Cam will take you in tow and fill you in on what's doing in the international area and McIlvane-Bronson-Press & Co. can describe other activities.

We'll have a congressman burning in the window to welcome you.

Cordially,

William G. Harley

WGH:mem

cc: Miss Camille Henderson

To Harley

DATE Jan 12 FROM Shomia

To:

HJS	DT
HEB ✓ HEH	MR
REU	JT
FES	ZU
RS	GB
JL	BMC
	NEWSLETTER

OTHER: Harley.

FOR YOUR INFORMATION
TO BE DISCUSSED
FOR SIGNATURE
PLEASE HANDLE
FILE
COMMENT AND RETURN
RETURN
SUPPLY BACKGROUND INFO.
OTHER

*****

I replied: "sorry. Can't". Univ. can't bear any different - thought it is mostly time (i.e. absence) they object to.

I'll be in Wash. (arrive Capital Flight 20, at 8:34 PM on Feb. 22) for UNESCO meetings Feb. 23 & 24. Will stay over till about noon on Sunday, so have time to see you & others. Can your office get me DuPont Plaza Reservations (over) please (Bill)? I assume

NAEB (guess we discussed so I should know) will pay expenses beyond the air + $10.00 per diem which UNESCO pays. Would be (for hotel) late arrival Feb. 22, leaving Sunday noon.

IN REPLY PLEASE USE THIS ADDRESS:
395 Peachstone Terrace
San Rafael, California

WELTON BECKET AND ASSOCIATES · ARCHITECTS · ENGINEERS
153 MAIDEN LANE · SAN FRANCISCO 8 · CALIFORNIA · EXBROOK 7-4141 · CABLE WURDBECK

ROBERT L. DAVY
PUBLIC RELATIONS

January 3, 1961

Mr. William G. Harley
President, NAEB
1346 Connecticut Avenue NW
Washington 6, D.C.

Dear Bill:

May the new year bring you the best of everything both personally and professionally. I hope your holidays were happy - spent in Madison, no doubt.

Bill, I wonder if you would do me a favor? As a result of meeting Bob Schenkkan, Director of Radio and Television, University of Texas, at the NAEB Convention here in San Francisco, I am being seriously considered for a job as Program Director for their new station which will go on the air within a year (or possibly by February 1962). He appears to be hiring staff now. If you could dredge up some favorable comment (somehow) about me and my professional capacities and pass these on to Bob it might put this over the top - and at long last I would be actively and constructively in the field I so much want to enter. It might be well to indicate that you had heard that I had applied for the job - rather than mentioning that I had written to you. He has contacted my personal and professional references already - but there have been budget delays, evidently, and I feel this letter would be the right thing at the right time.

I realize you don't know me very well - it was over 12 years ago. But perhaps I have a nice smile? No? Well, perhaps that it's MEANT to be nice! Anyway - you see what's needed here. My professional accomplishments stand pretty well on their own - I think he's interested in what I'm like as a person.

Allow me to be the intense young man for a moment to say that I honestly believe this is a rare and unusual opportunity to build one fine program of ETV. They appear to have the equipment and the backing to do it right. Bob Schenkkan seems to be a strong and able leader and a man I could work well with.

I really want this job - even though the future with Welton Becket is an exceptionally promising one, it's not the product I want to create or sell. I want the chance to build programs of especially high quality both in content and production. A University such as Texas is an ideal place to do so - for my money.

If you have any suggestions as to how further the process of getting this job, I'd be delighted to hear them.

I look forward to seeing you again, Bill - hoping the interval of time will be shorter than before.

Cordially,

Bob

ROBERT L. DAVY

WGH-
FYI & return
WGH

Over Board file

January 3, 1961

Mr. John Dunn
The Oklahoma Educational Television Authority
P.O. Box 2005
Norman, Oklahoma

Dear John:

Schenkkan's TV station will actually be licensed to the Southwest Area ETV Association, I gather, and they currently are not on the air, according to our records. If it turns out that they are finally licensed to the University, they will automatically become a member station and the University's dues adjusted accordingly. However, if the Southwest Area ETV Association becomes the final licensee, it will require a separate membership, and I would appreciate it if you would contact Bob on this matter, since they are eligible for Active NAEB membership even while in CP status.

KERA-TV, Dallas, has presented somewhat of a problem. They were members, but at the time the bills for 1961 dues went out, Martin Campbell wrote to say that they would like to hold up paying their dues until they were sure that membership in the NAEB gave them what they wanted from such membership. He further indicated that they did not feel that the NAEB should be representing ETV stations in the effort to get Federal aid to ETV legislation passed (this, of course, was an isolated opinion).

At any rate, we agreed to keep them on the mailing list, and this summer Campbell had a long talk with Harley and me while he was in Washington on another matter. At that time, he indicated (we thought) that the NAEB was doing a good job and they'd stay in the fold.

However, when the bills for 1962 dues were sent out a couple of weeks ago, he indicated that they were "on the fence" and asked that they be dropped, at least temporarily (and that's the reason they were in the Directory -- compiled last fall -- but also on the list of non-members, compiled more recently). He did indicate that the major problem now was finding the money, in their limited budget, to pay the NAEB dues.

We had no recourse but to drop him, but wrote him a letter indicating that we hoped they would come back in as soon as possible. If you have any ideas on how to bring them in again, we'd appreciate it -- or anything you can do.

And thanks for "taking-hold" so promptly as a new Director -- we appreciate your help and your efforts.

Cordially,

Harold E. Hill
Administrative Vice President

HEH/mlm

THE OKLAHOMA EDUCATIONAL TELEVISION AUTHORITY
P. O. BOX 2005, NORMAN, OKLAHOMA

KETA-TV CHANNEL 13

KOED-TV CHANNEL 11

Thanks for all the information recently sent me. I plan a vigorous campaign to get others into the fold. What about Bob Schenkkan's station in Texas? Are they or they not members.

What about Dallas. The Sept.1961 Directory lists KERA-TV as an Active Member. However, I note they are on the non-member list recently sent out. Please advise.

John W. Dunn

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